



IN KIND DIRECT

(a company limited by guarantee)

Trustees' Report and Financial Statements for the year ended 31 December 2024

Registered Company no: 03155226

Registered Charity no: 1052679

Report and Financial Statements

for the year ended 31 December 2024

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A Note from Our Chair

In 2024, we were honoured to have our Royal Patronage renewed by His Majesty King Charles III, reaffirming our founder's commitment to ensuring everyone has access to life's essentials. As economic pressures persist, the need for support has never been greater. Through strong partnerships with manufacturers, retailers, and fellow charities, we supported 6,652 charitable organisations (over 900 more than in 2023) helping households struggling to afford basic hygiene products.

The ongoing cost-of-living crisis continues to force impossible choices on families across the UK. Our latest research shows 9.9 million adults now face hygiene poverty, nearly one million more than last year. One in four households with children are affected, going without essentials such as toilet roll, period products, and soap.

In response, we scaled our impact, distributing 50,100 orders of essential products and securing £32.6 million worth of goods, saving our network £29.6 million. Our Not A Choice campaign raised awareness nationally, and a 72-hour emergency fundraising appeal in September raised £74,000, enabling us to reach nearly 50,000 families ahead of winter.

Corporate partnerships have never been stronger. In 2024, we received donations from 165 companies, including 59 new partners, our highest number to date. These relationships extend beyond product donations, reflecting a shared commitment to social impact and the circular economy. Our campaign with Tesco entered its fourth phase, mobilising more brands and shoppers to donate hygiene products. We also deepened partnerships with Amazon, LEGO, Unilever, Kimberly-Clark, and Essity, securing long-term commitments to improve supply of essential items.



We were proud to win Gold at the Global Good Awards for Waste Reduction and Minimisation, recognising our efforts to redirect surplus products to those in need. Our Tesco campaign also won at the Business Charity Awards for Consumer Goods, a testament to its innovation and impact.

We expanded our research and advocacy, publishing *The State of Period Equity in the UK*, which revealed 1.4 million people had gone without period products, with missed work costing an estimated £3.25 billion each year. We also released our Spring Hygiene Poverty Briefing and published our policy priorities ahead of the General Election to reinforce the urgent need for systemic change.

We remain committed to sustainability. In 2024, we diverted 2,775 tonnes of product from landfill, calculated our carbon footprint for the first time, reduced warehouse waste, and improved packaging, all while working with logistics partners focused on decarbonisation.

Internally, we continued to strengthen our systems and capabilities. Despite early challenges, we completed the migration of our Warehouse Management System, improving logistics efficiency. We also invested in technology and data, with three staff members starting apprenticeships in Data Analytics to support better decision-making.

2024 was a year of growth, challenge, and progress. As we moved into the fourth year of our five-year strategy, we worked to reach more people, raise awareness, and press for lasting change. We remain committed to meeting immediate need while pushing for systemic solutions. On behalf of everyone at In Kind Direct, thank you for being part of this journey.

*Teresa Tideman,
Chair of trustees, In Kind Direct*

Who we are

We are a UK charity who work with charitable organisations and companies to ensure everyone has access to the products and support they need to live well.

Our Purpose

Creating powerful partnerships, enabling more communities to thrive.

Our Belief

Everyone deserves access to life's essentials, and no usable product should go to waste. Product giving is a practical way to address the widening gap in need across society.

What we do

We distribute products including personal hygiene, household items, clothes, toys and technology, donated by manufacturers and retailers, to charities, community groups, food banks and schools across the UK. By the end of 2024, we were supporting 543,000 people each week. In 2024, we unlocked over £29.6m in savings into the voluntary sector. This helped charitable organisations meet the increasing need in their communities, at a time when their own resources were stretched.

Alongside this practical response to immediate need, we deliver new research, public campaigns and convene cross-sector partnerships to push for long term, systemic change. Increasing awareness of social issues and reducing the shame too many people feel is key.

Our role

We are a practical response to the widening gap in society. We help meet today's need and use our insights to reduce tomorrow's. 2024 was the fourth year of our ambitious five-year strategy to triple our impact by 2025. We will do this by:

- Continuing our 25+ year history of distributing products to people that need them today
- Connecting charities, companies and other organisations to find new solutions
- Building a strong evidence base of real-time local insight
- Amplifying the voice of local organisations and advocating for change on behalf of communities
- Delivering targeted projects that meet the needs of those we exist to serve

Since 1996

Since being founded at the end of 1996 by HM King Charles III, we have distributed over £397m of essential products, diverted 40,000 tonnes from waste, and supported over 15,000 charitable organisations.

Our Values

Kindness

It's in our name. We are compassionate and always working for the greatest good to increase equity and justice.

Togetherness

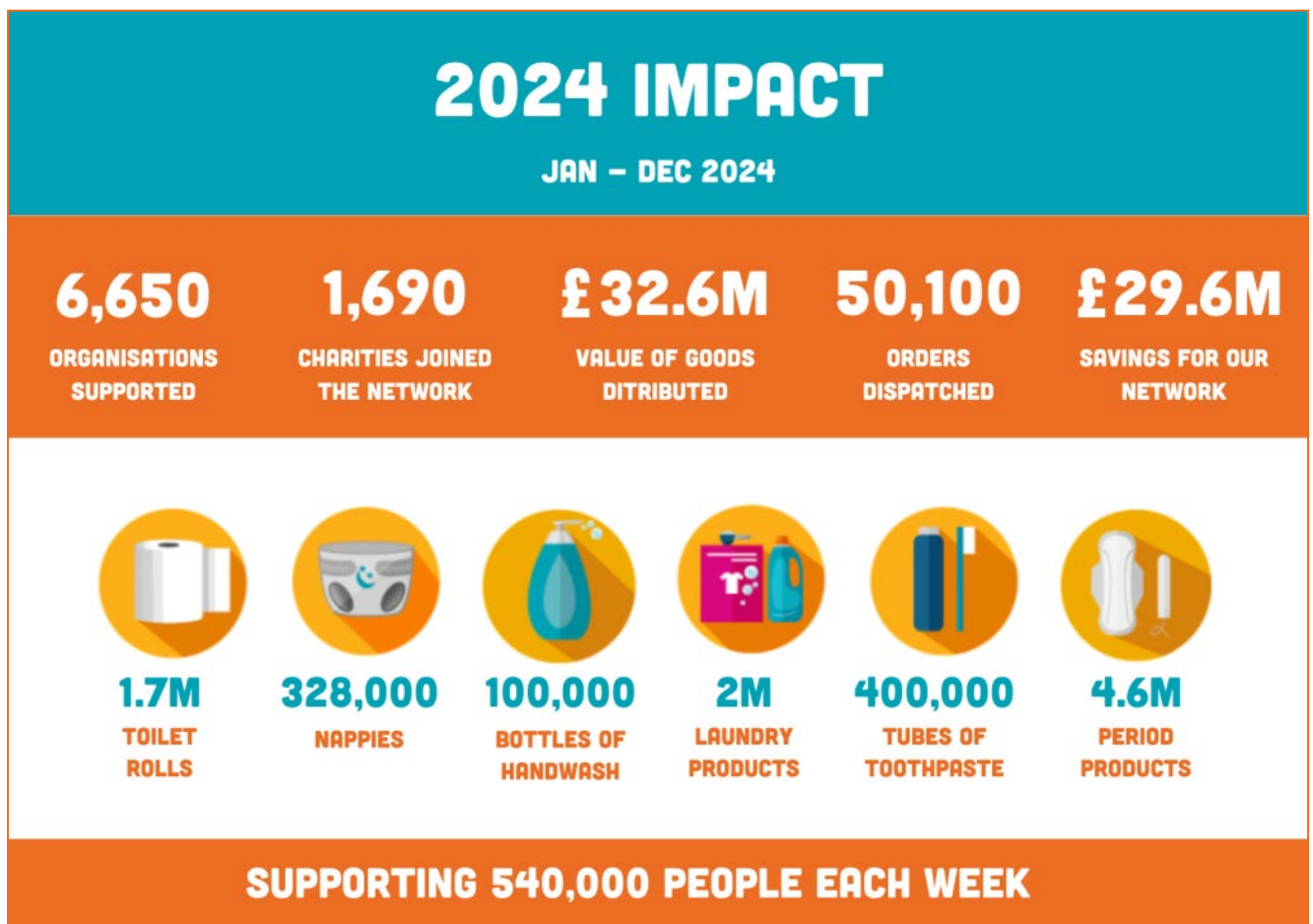
Positive change in society is not the job of one individual, group, or organisation. Our impact is greatest when we collaborate, act as one and all move forward together.

Integrity

How things are done is as impactful as what is done. We are open, accountable, and transparent and always strive to do the right thing.

Innovation

Just as our founder challenged the status quo, we are always looking to evolve and improve. Our curiosity, creativity and resilience enable us to think big and adapt at pace.



Our Patrons and Financial Supporters

In Kind Direct's Patrons are a group of individuals and organisations who understand and recognise the unique impact that In Kind Direct's work has in communities.

Our Patrons' generosity is absolutely core to what we do. They have been instrumental in helping us respond to the particular challenges of the increasing cost of living for households, communities and our network of charitable organisations. Their support has also given us the confidence to invest in our infrastructure, to enable sustainable growth for our 2025 strategy.

Without their support, our work would simply not be possible. We thank all those who have supported us in the year, including those named in this report.

Patrons and Financial Supporters

Mr & Mrs Kenneth & Fiona Acheson
 Amazon UK
 The Cecil Pilkington Charitable Trust
 The Maud Elkington Charitable Trust
 Elemis
 Essity
 The Haremead Trust
 The J Reginald Corah Foundation Fund
 Kenvue
 Kimberly- Clark
 LEGO
 Lloyds Banking Group
 Marsh Charitable Trust
 Massachusetts Financial Services

Mondays Organic
 The Morgan Charitable Trust
 Mr & Mrs Anthony & Eleanor Nutt
 The Privy Purse Charitable Trust
 Procter & Gamble
 Mr Andy Rubin
 Santander
 Space Made
 Mrs Teresa Tideman
 The Simon Gibson Charitable Trust
 The Warwick Trust
 Mr Richard Wolff
 Unilever

Donated Services

Abamentis
 Amazon Web Services
 The Customer First Group
 Data Aid
 Essity
 JC Decaux
 Google
 Great Place To Work
 Javelin

John Lewis Partnership
 Lloyds Banking Group
 Microsoft
 Mitie
 The OR Society
 Santander
 Sainsbury's
 Nectar
 Voipfone

Donated Goods

In 2024, we were supported by 165 generous donating companies, whose contributions of essential products made a significant impact across the UK. From hygiene items that helped us tackle the growing crisis of hygiene poverty, to toys that brought joy during our Summer of Play campaign, and warm essentials that supported families through our Warmth This Winter initiative, these donations have been vital in helping people facing difficult times. We are deeply grateful to every partner who chose to donate their goods to us. Their commitment continues to drive our mission forward and ensures that no one has to go without the items many of us take for granted.

Trustees' report for the year ended 31 December 2024

The Trustees, who are also the directors of the charity for the purposes of the Companies Act, present their annual report and audited financial statements for the year ended 31 December 2024.

Public benefit, objectives and activities

The Trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission on determining the activities undertaken by a charity. The Trustees are satisfied that the aims and objectives of the charity, and the activities reported on can achieve the aims and principles of public benefit.

The charity's objects are as follows:

- 1) to apply funds or make donations to or for such charitable institution or institutions or for such charitable purposes as the Trustees shall decide, in particular, but without limitation, by the distribution of donated goods.
- 2) to encourage environmentally efficient, sustainable waste management and recycling practices through the advancement of education by the collection and dissemination of information and/or the promotion of research and/or development relating to waste management and recycling.

In Kind Direct distributes products donated by companies to UK charitable organisations working in the UK and overseas. Founded in 1996 by HM King Charles III, we offer a simple solution to connect companies and their products to thousands of charities, community groups, foodbanks and schools supporting our communities.

In Kind Direct makes it easy for companies and brands to have a positive social impact with the products they make and sell. We have the logistics infrastructure and expertise to store and handle large and varied quantities of stock and distribute it to charitable organisations. We inspire confidence in companies to donate, by working with charitable organisations in our network to ensure the most needed products reach communities.

We enable charitable organisations to do more for less and put their local knowledge at the heart of our work. Charitable organisations register for free, and request goods via our online catalogue. They pay a small charge for products, which includes UK delivery. This contributes to our operational costs and protects companies from incurring VAT on their product donations.

The result is an efficient, practical solution which diverts usable goods from going to waste and unlocks huge additional resource into the sector. In 2024, we unlocked £29.6m in savings and reached 543,000 people each week. 68% of charitable organisations in our network used these savings to help more people with products and 54% to improve their services, as more households navigate the rising cost of living.

In addition to our service distributing donated products from companies, In Kind Direct, along with our trading company, helps charitable organisations to access valuable resources by negotiating discounts on new and refurbished essential products and services through affiliate schemes.

Since our inception, we have distributed £397m of essential products, supporting over 15,000 charitable organisations and millions of people, while diverting over 42,000 tonnes of usable goods from waste.

The Trustees have identified the following public benefits that flow from the charity's objects and activities:

- **Unlocking savings for charitable organisations:** Our service means partners can secure the goods they need for a fraction of the usual cost, freeing up valuable funds. Many of the organisations we support are small, local organisations with limited resources, who have been particularly affected by increased need for their services and increased operating costs. In 2024, we welcomed 1,691 new organisations into our network, supporting 6,652 with product throughout the year.
- **Helping charitable organisations improve and extend their services:** By opening up access to high quality products for those with limited budgets, we enable charitable organisations to improve the services they offer and do more for the people they support. 39% say products help them to deliver their services and/or activities to **more** people.
- **Relieving hardship, building confidence, self-esteem and bringing joy:** The products we distribute are helping to alleviate poverty and hardship across the UK. With high quality products, charities can provide essential practical support, restore dignity and self-esteem to people in crisis as longer-term solutions are put in place.
- **Reducing waste and environmental damage:** Providing companies with a practical and trusted way to donate usable product reduces external recycling and landfill, enables a more circular economy of resource use, and supports social responsibility goals.
- **Amplifying and sharing local insight to power systemic change:** Building on over 25 years of experience and insight, we recognise the need to understand and challenge the systems that force people and communities to need our service. We consolidate and amplify insight from our network, as well as delivering new research; to evidence and advocate for long-term change.

Our Achievements and Performance in 2024

2024 was the fourth year of our five-year strategy. Our ambition is to triple our pre-pandemic impact by 2025, driven by the needs of communities. Coming out of our “Invest and Enhance” phase in 2023, 2024 began the “Extend” phase of our strategy. We continued to expand our impact beyond product distribution by offering additional services, strengthening our role as a logistics and support partner for charities. Our policy and campaigning efforts gained momentum, amplifying awareness of hygiene poverty and driving action at a national level. We increased our visibility within the sector, forging stronger partnerships and positioning In Kind Direct as a key voice in tackling essential needs.

“All the items are unique and hold value to both organisation and the individuals who use them. Hunter has been very helpful as a large portion of our activities are carried out in our green spaces in often very wet weather - the coats, waterproofs and boots have been a god send in these extremely conditions. All the cleaning products have also been essential to maintaining the overall health and hygiene of all our sites and health and beauty products for our residents are helping build their confidence.”

Teesdale and Hollybush Tenants and Resident’s Association (TRA), London

A community-focused approach was central to our work, ensuring deeper engagement with our charity network and tailoring support to their evolving needs. By leveraging our scale, we maximised efficiencies in distribution and resource allocation, reaching more people than ever before. At the same time, we focused on replication and evolution, refining our processes and exploring new ways to enhance our model, ensuring we continue to grow and respond effectively to the challenges ahead.

Cost of living crisis

In 2024, many households across the UK continued to face tough choices between heating, eating or keeping clean. The cost-of-living crisis has not eased for those already on the margins. Our work has remained as urgent and essential as ever, ensuring access to everyday essentials that no one should have to go without. Our spring polling revealed a stark reality that 1 in 4 households with children are experiencing hygiene poverty. This is not just a statistic, it reflects the growing number of families who are having to make impossible choices just to get by.

In response, we have continued to grow as a charity. This year, we supported 21% more people each week than in 2023 and welcomed 16% more charitable organisations into our network. While the number of orders placed remained consistent, we distributed 12% more in product value, helping our partners unlock even greater savings and reach further into their communities.

These savings are being used where they are needed most, keeping services running, expanding support, and relieving pressure on overstretched teams. We’ve seen an increase in requests for the most fundamental items: toiletries, household cleaning products, and baby care essentials. Our focus has remained on getting these items into the hands of those who need them most today, as efficiently and equitably as possible.

The number of orders distributed, new partners joining, and average savings per organisation were slightly below our expectations this year. With many charities operating under immense strain, we are proud to have sustained strong levels of engagement and impact. The marginal shortfall reflects the wider challenges of the cost-of-living crisis, and we remain focused on building resilience across our network, continuing to grow our reach and distributing products to communities.

| Impact measure | 2024 Achieved | 2024 Target | 2023 Achieved | Growth on last year |
|---------------------------------------|---------------|-------------|---------------|---------------------|
| People supported each week | 540,000 | 486,000 | 445,000 | +21% |
| Value of products distributed | £32.6m | £27m | £29m | +12% |
| Organisations receiving products | 6,652 | 6,500 | 5,740 | +16% |
| Orders distributed | 50,080 | 54,696 | 50,300 | -0.4% |
| New partners joining the network | 1,691 | 1,970 | 2,140 | -21% |
| Average saving for each organisation* | £4,434 | £4,520 | £4,530 | -2% |

*Includes 2,240 organisations supported indirectly via our Community Sharing programme

[Essential support for local communities](#)

In Kind Direct's network is diverse and inclusive, supporting charitable organisations of all sizes, and supporting all communities. This includes community centres, foodbanks, disability support groups, schools, health and wellbeing charities, housing projects, child and youth support groups, and hospices. The majority are small and locally focussed, with annual incomes under £100,000 per year. **The products we provide, and the savings we generate for them, are an essential part of their model and funding mix.** 89% of our network partners receiving products from us are based outside London, and 64% are supporting school aged children and their families.

The supply of hygiene products has reduced our day to day running expenses, modernised our facilities and improved our washroom appearance.

Tickhill Scout Group

For a breakdown of our network partners receiving products in 2024 by geographic area and focus area see figure B.

In 2024, we continued to prioritise 17 core product lines, covering essential hygiene and cleaning supplies, based on feedback from our network. We ended the year with 51% core product availability, realising our commitment for greater consistency of the most needed products. We distributed 50,080 orders to organisations in the UK and delivered a further £4.6m worth of products through other initiatives including placements and national fulfilment projects. For a breakdown of goods distributed, see figure B.

In 2023 we launched a community sharing scheme, recognising how important product sharing has become for community collaborations. We are now able to better track and monitor the groups and associations that receive products indirectly from us through our network partners and better understand our impact. 2,240 organisations were supported via community sharing in 2024, in turn helping a further 49,000 people each week.

[Understanding our impact](#)

In Kind Direct exists to enable communities to thrive. We continue to gather national data and real-life stories to measure the impact of our work across the UK. This includes surveys, visits, volunteering events, focus groups, end-of-order feedback, and in-depth engagement with our Insights Panel, which consisted of 128 network partners in 2024. These insights helped shape our communications, campaigns, and advocacy approach throughout the year.

Our role as the bridge between corporate partners and charitable organisations has been critical in ensuring people can access the essentials to stay clean, healthy, and well. This year, we distributed

over £32.6 million worth of products, helping organisations provide direct, tangible support to their communities. To demonstrate the real impact of these donations, we evolved how we share our data and storytelling. In 2024, this included:

- 4.67 million period products, enabling 233,000 periods with dignity
- 1.92 million laundry products, supporting over 160,000 families for a month
- 328,000 nappies, providing a week’s supply for over 5,800 babies and families
- 1.74 million toilet rolls, helping over 108,000 families for a month
- 401,000 tubes of toothpaste, ensuring 155,000 people could maintain their oral health for three months
- 581,800 shower gels and soaps, helping 390,000 people feel clean and confident for a month
- 113,488 toys, books, and games, supporting the learning and development of over 3,700 classes of children
- 202 tech products, helping individuals and communities stay digitally connected

As the need for our support continues to grow, we remain committed to strengthening our impact through data-driven decision-making, collaboration, and advocacy. Our ongoing work ensures that no one has to go without the basic essentials they need to live with dignity.

“Being able to offer hygiene products to our parent and baby groups makes such a difference, period products and nappies are one of the most expensive items parents need. Having access to them in our group eases the pressure on some families.”

Winlaton Centre, Winlaton

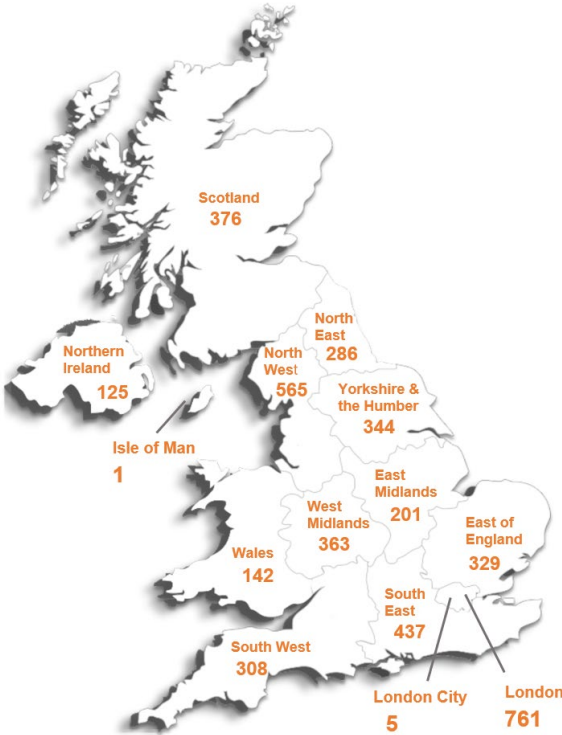
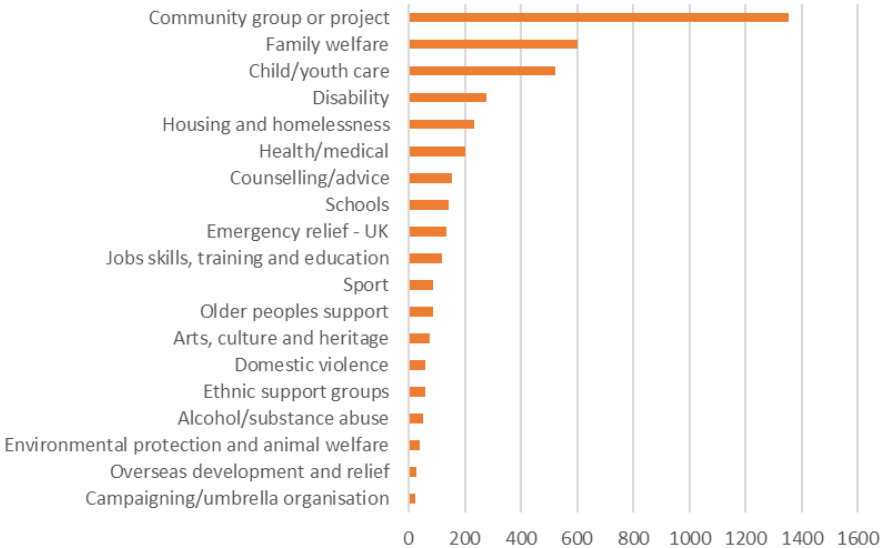


Fig B - Organisations receiving product by focus area in 2024



[2024 General Election: our priorities for government](#)

The 2024 general election brought uncertainty to the charity sector, with changes in leadership and policy direction creating challenges for organisations addressing urgent social needs. As more people struggle to afford essentials, the need for immediate action has never been greater. In response, *Going Without Essentials: Our Priorities for the Next Government* outlines the critical steps policymakers must take to ensure no one in the UK has to go without the basics.

In June 2024, we called on the government to:

- Tackle hygiene poverty, as 9.9 million UK adults now live without the essential products they need to stay clean and well.
- Ensure Universal Credit covers basic essentials, preventing people from having to choose between food, heating, and hygiene.
- Strengthen financial stability for charities and ensure fairer public contract funding, recognising their increasing role in delivering frontline support.
- Advance period equity, removing barriers to accessing period products, education, and workplace support.
- Promote circular economy practices, removing barriers to product donation and incentivising businesses to prevent waste.
- Improve digital inclusion, increasing access to technology and online services, which are essential for work, education, and social mobility.

Charitable organisations are being asked to do more than ever, yet systemic change is needed to prevent millions from being left behind. We will continue to advocate for long-term solutions, working alongside businesses, charities, and policymakers to ensure everyone has access to life's essentials.

[The State of Period Equity in the UK](#)

At In Kind Direct, we believe no one should be held back by their period. Yet, across the UK, millions of people still struggle to access the products, education, and support they need to manage their menstrual health with dignity. In February 2024, we released [The State of Period Equity in the UK report](#), the first comprehensive review of period equity, developed in partnership with Irise International and with the support of Essity. This research builds on our Human Right to Hygiene report, filling critical data gaps, uncovering the systemic barriers that drive period inequity, and providing a roadmap for cross-sector action.

Our research surveyed over 5,000 people, including 4,000 individuals who have periods, and engaged an expert advisory group of charities, academics, and lived-experience advocates. The findings highlight how period inequity creates cycles of exclusion, particularly for those already facing disadvantage. Key insights from the report include:

- 1.4 million people in the UK went without period products in the previous year.
- Nearly 1 in 5 (18%) of those who experienced period product insecurity in childhood, continued to go without as adults, reinforcing the generational cycle of period inequity.
- Workplace inequity costs the UK £3.25 billion annually, with 19% of menstruating workers missing work with most or every period due to lack of access to products, stigma, or health-related challenges.
- Education gaps persist—70% of people learn about periods informally from female family or friends, and 79% of those who received period education in school reported needing to learn more later in life.
- Stigma remains a major barrier, with 1 in 10 people having been told not to talk about their period, and 43% avoiding activities because of menstruation.

- Period-inclusive workplaces matter—yet only 36% of workers say free period products are available at work, and 13% lack suitable facilities to change products.

This report lays out clear recommendations for government, businesses, and community organisations to improve period equity, from expanding free product provision and strengthening menstrual health education to tackling stigma and embedding period-inclusive policies in the workplace.

We are committed to increasing access to essential period products, reducing shame, and advocating for long-term solutions that ensure no one is excluded because of their period. By working together, we can break the cycle of period inequity and create a future where everyone has access to the essentials they need to thrive.

[Our mission to end hygiene poverty](#)

Hygiene poverty is deepening across the UK, with 9.9 million adults, almost a million more than in 2023, going without essential hygiene products in 2024. In October 2022, we released our first "[Human Right to Hygiene](#)" report, which mapped the systemic causes of hygiene poverty and proposed a Roadmap for Change. In Spring 2024 we published our [Hygiene Poverty Barometer](#), highlighting how this growing crisis impacts physical and mental health, social participation, and financial stability, particularly for families and those in work.

Our research found that 1 in 4 households with children are affected, and over half of those experiencing hygiene poverty expect their situation to continue. People are washing less, avoiding social interactions, and even diluting hygiene products to make them last longer. Charities are facing increased demand, yet many are struggling with reduced funding and rising costs.

A woman reached out to me telling me how she couldn't afford any hygiene products with the cost of living crisis, as feeding herself and children was more important. I put together a bag of personal hygiene items, luxury items, and some cleaning products including sprays, wipes and laundry liquid. When I handed them over she started crying and told me I had angel wings beneath my jacket."

Hygiene Bank, Edinburgh

[Sector partnerships](#)

At In Kind Direct, we believe in the power of collaboration to drive meaningful change. This year, we have strengthened our role as a logistics partner for the voluntary sector, ensuring essential products reach the people who need them most. Our partnerships have enabled us to support charities in overcoming logistical barriers, advocate for systemic change, and extend our reach to even more communities.

- This year, we utilised our position as a trusted logistics partner to facilitate donations from Unilever to Hygiene Banks and Beauty Banks across the UK. Acting as a full-service logistics and fulfilment provider, we ensured the swift and efficient distribution of 430k donated products to The Hygiene Bank projects and 76k products to Beauty Banks nationwide. This initiative simplified the donation process for Unilever while ensuring that vital hygiene essentials reached those facing hygiene poverty as quickly as possible.
- For the third consecutive year, we partnered with Save the Children to deliver the Summer of Play campaign. Through this initiative, we secured 60 new product donations, generating £6m of savings for our network and ensuring children across the UK had access to toys and activities that support their well-being and development over the summer holidays.

- We worked with Calais Light, an award-winning volunteer-led charity supporting refugees in the UK and France. As part of our collaboration, we jointly secured donations of footwear, helping to provide brand-new, well-fitted shoes to refugees in need.
- We collaborated with Your Local Pantry to distribute donations of 160k rolls of toilet roll from Andrex.

Network recruitment initiatives were progressed with Trussell, Charity Digital, NAVCA, Women's Aid and Baby Bank Alliance, as well as many local infrastructure organisations, supporting the voluntary and community sector. Efforts in the year saw 1,709 new charitable partners join our network.

“The Andrex toilet roll we access to distribute through our Pantry makes a big difference. People love having a quality brand, when without it some struggle to even purchase a budget one.”

Newbold Methodist Church, Newbold Verdon

[Affiliate partnerships](#)

Organisations registered with In Kind Direct also get discounted access to other products and services through our trusted partners. Our offering is focussed on providing the greatest value to our network partners and providing a source of income for In Kind Direct. Continuing schemes include working with Office Depot, Ricoh, and Directory of Social Change. These deliver savings on office supplies, refurbished photocopiers, and training and resources for charities. During the year, we supported 419 organisations with products from our affiliate partners.

[Support for overseas relief](#)

Our primary focus remains distributing essential goods to UK charitable organisations for use in the UK. In addition, we also distribute products to UK emergency relief and development charities working overseas in Eastern Europe, the Caribbean and Africa. £3.4m (2023: £3.3m) worth of products was distributed by UK charities supporting emergency relief and development work over the course of the year.

[Supporting victims of sexual violence](#)

In partnership with Her Majesty The Queen, we have continued our vital work providing wash bags to victims of rape and sexual abuse, ensuring they receive essential personal care items at a time when dignity and comfort matter most.

Each bag contains toiletries donated by Boots, including shampoo, shower gel, toothpaste, and a toothbrush. These bags are distributed through 58 Sexual Assault Referral Centres (SARCs) across the UK. In 2024, the initiative entered its second year, and we were honoured to attend an event at Buckingham Palace, along with a number of the SARCs, where Her Majesty The Queen officially relaunched the programme.

This year, we distributed 9,500 wash bags, ensuring more survivors receive support when they need it most. We remain committed to expanding this initiative and working with our partners to offer care and dignity.

“The wash bags we receive from In Kind Direct are amazing. They are so convenient to hand over to the client when they attend here for their medical examination. Everything that is in the washbag is appropriate and needed by the client. They are always happy to receive one.”

Spring Lodge SARC, Lincolnshire

[Refurbished tech](#)

In Kind Direct continues to expand our efforts to bridge the digital divide while promoting sustainability. In March 2023, we partnered with Foxway (formerly Global Resale) to launch a refurbished tech initiative, providing discounted refurbished laptops to our network of charities. This project not only extends the lifespan of valuable technology, reducing electronic waste, but also ensures that charities and communities have access to the digital tools they need.

We strengthened our commitment to tackling digital poverty this year by joining the Digital Poverty Alliance’s National Delivery Committee, working alongside key stakeholders to drive long-term solutions for digital inclusion. By the end of the 2024, we had distributed 200 refurbished laptops, bringing the total to 443 since the initiative began.

On End Digital Poverty Day in September, we joined as a signatory to the Charter for Digital Inclusion. We committed to continuing to improve access to devices and reviewing our own website accessibility.

“The laptop will, with our digital access support and assistive technologies, enable our beneficiary to overcome his dyslexia and become digitally active. This may help him shopping, engaging with family and friends, access benefits, training, other opportunities..”

Symbiont CIC, Liverpool

[Corporate partnerships](#)

This year, In Kind Direct strengthened our corporate partnerships, with 165 companies donating essential products, including 59 new companies, surpassing our targets. These collaborations have enabled us to support thousands of charities and community organisations across the UK.

Our partnerships go beyond product donations. We work with businesses to integrate planned giving, reduce surplus, and contribute meaningfully to social impact initiatives. In 2024, we distributed over £33 million worth of products to those in need, with planned commitments from key partners ensuring a reliable supply of essential goods.

Working with In Kind Direct we’ve been able to reach more charities with more of our products so we can make more of an impact. Their insight, expertise and vast network of charities across the UK means our products can support the most vulnerable and affected by hygiene poverty. Reaching local charities at this scale is something we’d not be able to do on our own. We’re immensely proud of our long-standing partnership and what we achieve together.

Chris Barron, VP Beauty and Personal Care, Unilever UK & Ireland

We assist companies in pinpointing where surplus stock suitable for donation may be found within their operations. We work to be their main route when they have products to donate, through surplus or planned delivery. We inform partners about the two main benefits of donating products: increasing social impact for communities across the UK and supporting the circular economy. By working with us, many can fulfil their CSR and ESG responsibilities, and meet their own environmental targets

Key 2024 achievements and commitments:

- The 4th phase of our multi-supplier hygiene poverty campaign with Tesco aimed to unlock over 1.2m products by the end of the year continuing our long-term supplier collaboration. We will be continuing the project with additional suppliers in April 2025 for the 5th instalment, aiming to unlock an additional 1.5m products.
- Our campaign with P&G & ASDA resulted in a £75,000 donation, supporting several hygiene poverty initiatives.
- An online campaign with Amazon & Multibank secured 98,000 donated items, with 52,000 items distributed to Multibank and 46,000 through In Kind Direct, benefiting 1,178 charitable organisations.
- We launched a two-year partnership with Kendamil on their Bonya Baby Formula initiative, ensuring that for every ten products sold, one is donated to support families in need. This campaign has raised awareness of In Kind Direct while securing essential formula supplies during 2025.
- LEGO Replay Programme: Celebrating our five-year partnership with LEGO, we launched the Replay initiative, reusing donated LEGO bricks. These bricks will be repurposed into storage boxes for toys and learning materials in schools. In 2024, we received 7,000 packs to distribute across our network, with 3,500 sets in Spring and 3,500 in Autumn. This fantastic initiative supports children's creativity and play, while preventing waste.
- We ran a second-hand bedding and homewares trial with Textiles Service Association after recognising demand from our network. Given the success of the trial, more of these products will be donated in 2025.

"Lego is one of the most popular things... it gives children the chance to play and feel included. It leads to adventures, tells stories and fuels the imagination. It's the most popular thing we get from In Kind Direct!"

Kids Cancer Charity, Swansea

The charity increased efforts in the year to engage more companies through trusted intermediaries. Opportunities were created with a number of Trade Associations, including British Footwear Association, 1% for the Planet, B Corp, Confederation of Paper Industries, Absorbent Hygiene Product Manufacturers Association, ISBA and the Sustainable Hospitality Alliance.

Campaigns and branding

Aside from our multi-supplier retailer campaigns, we focused on three major initiatives: Summer of Play, National Hygiene Week in October, and Warmth this Winter. These campaigns helped to raise awareness of hygiene poverty, support families and children during the summer months and provide essential products to people struggling to make ends meet during the colder months.

The Summer of Play campaign continued our partnership with Save the Children, ensuring children had the opportunity to learn and play throughout the summer and return back to school equipped ready to learn. With donations from 60 corporate partners, this campaign enabled £6 million in

savings for our network. During this period, we supported 3062 charitable organisations, welcoming 819 new organisations into our network.

National Hygiene Week (NHW) in October played a key role in spotlighting our latest hygiene poverty research, bringing together businesses, charities, and the public to support. This campaign secured 32 donations, beating our target, with 11 new partners donating much needed hygiene products and over £2,000 donations from the general public. The campaign was seen by over 26m people including online and offline media, influencers and social media to raise awareness and encourage public support. We also leveraged other key sustainability focussed awareness weeks, such as Recycling Week and World Environment Day, to amplify our message, unlock additional product donations, and raise awareness about the importance of circular economy principles.

Our annual Warmth this Winter campaign once again supported people making impossible choices between heating, eating, or keeping clean. National polling data highlighted that a quarter of families on low incomes were planning to forgo presents during the festive season to make ends meet. This campaign drove significant support from our corporate partners, securing donations of essential winter items such as clothing, toiletries, and toys. In total, it resulted in 43 donations, with an additional six new partners donating.

To strengthen our impact, we enhanced storytelling for our major donating partners, focusing on reporting the impact of their donations. Alongside our new research, this has proven to be a key driver in securing further product donations. Data-driven insights have also played a crucial role in shaping our strategy, as we have leveraged data from our eCommerce platform throughout the year to refine and enhance our digital marketing approach.

In addition to our own campaigns, we actively supported and amplified advocacy and policy change initiatives, including Every Period Counts and efforts related to the circular economy. Using our platform to raise awareness about the issues we care about most and unlocking more products will be a major focus of our marketing in 2025 and beyond.

“We got some excellent winter packages with sleeping bags, hats, scarfs and socks. They really helped last winter as we were able to give these as gifts to our service users and donate to families struggling to purchase warm clothing items. Sometimes people will ask for extra sleeping bags as they were using them as an extra layer of warm bedding for children.”

Oak Foundation, London

[Warehouse and Logistics](#)

Our warehouse and logistics operations continue to be central to how we get essential products to people who need them most. In 2024, we supported major campaigns with partners including Unilever, The Hygiene Bank, and Amazon, helping to reach communities across the UK with vital supplies.

A key milestone this year was the successful upgrade of our warehouse management systems, improving how we track stock, process orders, and coordinate deliveries. We also deepened our partnership with Telford Transport Solutions, strengthening on-the-ground capacity and boosting overall efficiency.

Our warehouse handled over 50,000 orders and more than 7,000 pallets, reflecting both increased demand and our growing operational capability. We welcomed corporate partners to the warehouse

for hands-on volunteering experiences, including dedicated packing weeks for the SARCs washbag project, where over 9,000 care packs were prepared for people in crisis.

These improvements mean we're better equipped than ever to respond quickly, work efficiently, and ensure our charity partners receive the right products at the right time.

Business Systems and IT

We continue to invest in our digital infrastructure to ensure our small team can deliver high-quality, efficient services to partners across the UK.

This year, we completed a major systems upgrade that has improved how we manage stock, finances, and operations. With our move to cloud-based platforms, we've increased flexibility, security, and long-term scalability.

We've also begun developing new digital tools to strengthen our work with supporters and manage stories of impact more securely. Looking ahead, these will help us deepen relationships with funders and better showcase the difference our network is making.

Data continues to play a growing role in our decision-making. To support this, members of our team began formal training in data analytics, and we introduced new dashboards to improve reporting and insight across the organisation.

As our technology evolves, we remain focused on security, simplicity, and efficiency—ensuring our systems support both day-to-day operations and future innovation.

Equality, Diversity and Inclusion, and Human Resources

In Kind Direct is committed to all aspects of Equality, Equity Diversity, and Inclusion (EEDI), and we seek to create an environment where everyone can thrive. We are wholly against unlawful and unfair discrimination of any kind. We believe that EEDI goes beyond the basic legal requirements and understand that embracing values-led principles and practices is vital for us to be the best we can be. By ensuring that we have a richness of thinking, views, opinions, and experiences, we support the creation of an environment of respect and openness.

In autumn 2021, the charity carried out an Equality, Diversity, and Inclusion (EDI) review with all staff and trustees, supported by external consultants, Social Justice Collective. In March 2022, the recommendations of the review were shared internally, and a EEDI policy was created. During 2023, we released EEDI guidance and training for new starters and managers at In Kind Direct as well as continuing with our EEDI and Wellbeing & Togetherness working groups.

In 2024, we celebrated our second year of accreditation as a Great Place to Work, after shifting to external team surveys in 2023. 100% of respondents felt people were treated fairly, regardless of their sexual orientation, race or gender, and that they can be themselves at work. Last year, we were also recognised as one of the UK's Best Workplaces for Women.

Everyone employed by the charity can access a range of benefits including performance related remuneration, insurance, learning and development opportunities, volunteering leave, health reimbursement scheme, cycle to work and childcare voucher schemes. A single benefits platform to further remove barriers to accessing these benefits was made available during 2023.

In 2024, we introduced several initiatives to enhance flexibility, wellbeing, and employee support. We launched new policies, including Working from Abroad, Sabbaticals, and updated flexible working hours. We introduced Wellbeing Training and a post 3-month New Starter Survey to improve

onboarding. A Reward Review led to transparent salary benchmarking and a new Company Bonus Scheme, aimed at rewarding staff for organisational targets being met.

In Kind Direct International (IKDI) Network

At the end of 2024, IKDI had three network members: In Kind Direct, the founder member; Innatura, a German licensee and Dons Solidaires, a French licensee.

Collectively, to the end of 2024, IKDI network members have distributed goods with an estimated retail value of over £120 million to over 11,064 charitable organisations, helping over 1.1 million people each week. Demand for the services of established IKDI network members continued in the year. IKDI network members continued to work collaboratively, sharing know-how during working groups (fundraising, donors, sustainability, etc.) and came together for the Annual Conference in France on 26-27 November 2024.

Since the IKDI network was formed in 2013, IKDI network members have distributed over £1bn worth of goods. Goods are shared between network members when they are surplus or better suited for use in another country, for example IKD sent 13 pallets of cycling gear to Innatura in Q2. IKDI continues to review opportunities for the potential expansion into additional countries, either under a licensing model or by considering new models, such as the Product-Giving Network discussions that began with other European partners and resulted in four group meetings in 2024.

During Q3 2024, IKD/IKDI CEO Rosanne Gray officially stepped down and was provisionally replaced by Marc Greene as Acting CEO for the remainder of the year. The board remained unchanged, ensuring the stability of the organisation during the recruitment process.

The financial results of IKDI have been consolidated in the Statement of Financial Activities and balance sheet of the In Kind Direct group, as In Kind Direct is the sole legal member of IKDI. This was the tenth full year of operating for IKDI.

During 2024, IKDI received the following income:

| | Unrestricted | Restricted |
|---------------------|---------------------|-------------------|
| Licence fees | £56,250 | |
| Other income | £20,000 | |
| Total income | £76,250 | nil |

IKDI's expenditure was as follows:

| | Unrestricted | Restricted |
|--------------------------|---------------------|-------------------|
| Staff costs | £49,598 | |
| IT/website costs | £2,081 | |
| Licence fees to IKD | £3,000 | |
| Other costs | £3,658 | |
| Total expenditure | £58,337 | nil |

IKDI's reserves at the end of 2024 were:

| | Unrestricted | Restricted |
|-----------------------------|---------------------|-------------------|
| Balance on 1 January 2024 | £74,674 | £16,333 |
| Movement during 2024 | £17,913 | £0 |
| Balance on 31 December 2024 | £92,587 | £16,333 |

Fundraising & Income Generation

In Kind Direct has a diversified income base comprising the following streams:

1) Contributions paid for our service by benefiting charitable organisations

It is free for charitable organisations to join our network. On ordering, charitable organisations pay a small charge which is a contribution to our costs for the provision of goods and includes UK delivery. This revenue is a crucial part of our unrestricted income mix. In 2024, we received contributions from recipient organisations of £3.0m. As inflation continued to significantly increase retail prices in the year, we maintained charge levels at a lower level and covered our own increasing costs through other sources of income, including trade and the utilisation of designated funds from reserves.

2) Trading income

In 2009, In Kind Direct established Trading IK, a wholly owned trading subsidiary, to create revenue streams for the charity. Taxable profits from Trading IK are entirely gift aided to In Kind Direct.

One aspect of Trading IK's operations involves selling donated goods that aren't suitable for direct distribution to charity partners or are surplus to their needs but still hold commercial value. These products are marketed through platforms like eBay or other third-party avenues or sold directly to consumers or through partner organisations. Permission from the donating corporate partner is always sought before considering any product for this channel, and the needs of charitable partners are prioritised.

Additionally, Trading IK facilitates various affiliate marketing initiatives, providing discounted products and services to charitable organisations, particularly in areas where In Kind Direct struggles to acquire enough donated goods.

At the end of 2024, Trading IK Limited generated £469k profits, up 17% from 2023 (£402k).

3) Fundraising

To deliver our work, In Kind Direct needs to raise funds from a variety of different sources. Support from companies, trusts & foundations and individuals are crucial in delivering our mission. Maintaining a diverse funding stream helps to ensure that we can meet our organisational aims and deliver our work sustainably and minimises the risk of overdependence on any single funding source. Working in partnership with companies and funders to secure products and financial donations is fundamental to ensure our service remains accessible to smaller charitable organisations who rely on the products we provide. Without our Patrons and other funders' support, our ability to maintain our service and trial new initiatives would simply not have been possible.

In 2024, the UK charity sector continued to face significant challenges in fundraising due to various economic pressures. The ongoing cost-of-living crisis severely impacted the public's disposable income, leading to a reduction in charitable donations. Many people had less money to spare for charitable giving, which significantly strained our fundraising efforts. We secured £483k from fundraising activities during 2024, which was just short of our target of £528k. 2024 was a challenging year, with significant gaps in the Philanthropy team and recruitment challenges. By the end of the year, the team had grown from 1 to 1.6 FTE. As we look ahead, this should increase our ability to unlock multi-year philanthropic support from 2025 onwards.

In Kind Direct's fundraising in 2024 was carried out by employed staff. We did not use professional agencies to carry out fundraising activities. Several corporate partners provided significant financial support during the year in tandem with product donations, listed on page 7. We require signed agreements from all of those who fundraise on our behalf controlling any use of our logo or branding. Where we do work with third parties such as corporate partners to raise funds, we have agreements in place with close monitoring of performance in line with these agreements. There were no fundraising complaints within the period.

Fundraising events

On 27th September, we launched an urgent 72-hour fundraising appeal ahead of National Hygiene Week in October. With matched funding, the appeal raised £74,000, less platform fees. This funding enabled us to provide essential hygiene products to nearly 50,000 families across the UK, helping them stay clean and well throughout the winter months. The appeal also gained significant media coverage, with multiple articles reaching a combined audience of 26 million readers.

Earlier in September, we hosted a special event to bring together our extended network of friends, supporters, and partners, expressing our gratitude for their ongoing commitment to our work. This occasion also celebrated the renewal of our Royal Patronage, marking a significant milestone for In Kind Direct. It was a particularly poignant moment as it also served as Rosanne's final event as CEO, giving her the opportunity to personally thank supporters for their contributions over the years and to share the charity's vision for the future.

We rounded off the year with a Winter Supporters & Patrons event in December, held at the Highgrove Shopping event in Chelsea, London. This gathering brought together supporters, partners, and beneficiaries in a festive setting, celebrating the power of giving and community support. We are deeply grateful to our funders and network partners who attended and shared their experiences of working with In Kind Direct. In what has been a particularly challenging time for many, we extend our heartfelt thanks to everyone who has supported our work throughout the year.

Volunteers and pro bono support

In Kind Direct's long-running warehouse volunteer scheme was updated in 2023 to unlock the greatest impact for our network. We welcomed 18 groups across the year from a large range of corporate partners to local businesses in Telford. We extend particular thanks to the numerous groups who helped pack washbags that were distributed to the Sexual Assault Referral Centres across two volunteering weeks in April and October, and to TTS for their pro bono support on this project as well.

During the year, we benefited from John Lewis Partnership's generous pro bono support through the Apprenticeship Levy, enabling three of our employees to undertake a 14-month Level 4 Apprenticeship in Data Analytics. This initiative will significantly enhance In Kind Direct's capacity to make informed, data-driven decisions, while transforming how we use, analyse and visualise the data we hold.

The Trustees are hugely grateful to everyone who supported the charity through volunteering and donating time and expertise this year.

Financial review of 2024

| | 2024 | 2023 | Variances | |
|--|-----------|-----------|-----------|--------|
| | £ | £ | £ | % |
| Charges for distributing goods | 3,002,135 | 3,261,603 | (259,468) | (-8%) |
| Unrestricted donations | 447,941 | 308,011 | 139,930 | 45% |
| Restricted donations | 35,250 | 85,000 | (49,750) | (-59%) |
| Total donations | 483,191 | 393,011 | 90,180 | 23% |
| Trading company gross income | 675,602 | 484,998 | 190,604 | 27% |
| Gift aid donation from trading company | 462,468 | 401,976 | 60,492 | 17% |
| Charitable activity costs | 4,510,999 | 4,244,915 | 266,084 | 6% |
| Support costs | 2,842,669 | 2,597,684 | 244,985 | 9% |

2024 was a year of strong performance in the face of significant external challenge. Increases in Trade income and unrestricted donations helped to offset reductions in catalogue revenue. As the charity continues to provide higher volumes of lower value essential products, this trend may continue.

Trade income exceeded its target for the year, with a reported income of £676k, up from £485k in 2023. This meant that the gift aid payment from the trading company to In Kind Direct also increased from £402k in 2023 to £462k in 2024. In Kind Direct also absorbed additional staff costs from IKDI, with a net impact of approximately £10k.

Logistics costs were effectively managed, unlocking efficiencies despite dispatching lower value orders. Some costs covered by designated funds such as the new Warehouse Management System (WMS) were realised in the year. Savings on central costs were achieved through Essity funding for research, well-managed business continuity costs, and capitalised development costs.

Cashflow remained strong, with £1.4 million in the bank at year-end, £174k more than forecast. Over £32m of In Kind Direct's expenditure was the value of the products distributed which is offset by the same amount recognised as an income for accounting treatment purpose. The nature and complexity of the products donated to In Kind Direct make it near-impossible to value goods at the point of receipt. See note 6 for an analysis of our expenditure.

Plans for the Future

In 2021, we created our 2025 vision, building on the extensive review and planning process initiated in 2020. Our ambition is to triple our impact through to 2025 (on a 2019 base). Our broad strategic priorities are summarised below. Each year we will review our organisational objectives to ensure we remain on track to meet this ambitious target.

In 2025, our new CEO, Michael Gidney joins the organisation. He will lead the delivery of the final year of our ambitious current strategy, and the shaping of our vision and strategy to 2030.

Our current strategic priorities

1. Transform our corporate partnerships

We build partnerships of equals with our corporate partners. We will develop bespoke programmes with our donors which lead to consistent and increasing supply of core products. We will communicate the impact of partnerships in an engaging, valuable and real-time manner.

2. Meet more of the needs of our communities

We will use data effectively to map need, fill gaps and drive decisions. Consistent product supply is key. We will add value for our partners and spread best practice. We will better target new partners with focused sector partnerships and improved, impactful storytelling.

3. Drive operational efficiency

We will review our operating model to build in flexibility and enable growth. We will automate and streamline key systems and use data to inform decisions across teams. We will understand our costs and ROI and implement cost savings where possible.

4. Develop a more consistent and broad-based funding model

We will grow sustainable and long-term support from our corporate partners. We will reduce concentration risk by growing our pipeline of funders and shift to a proactive fundraising strategy. We will innovate and develop packages of funding for projects and impact.

5. Build a strong, fit for purpose organisation with a thriving culture

We will invest in our team as the foundation of our success. We will continue to build a safe and inclusive organisation that lives its values. Data and insight will drive efficiency and resilience. Impact will underpin our strategy, developing our voice to push for systemic change.

Operational Plan for 2025

As we work toward our long-term strategic goals, our operational plans and objectives for 2025 are summarised below. All key metrics will feed into six organisational measures of success:

- 550,000 people supported each week
- 7,000 charitable organisations receiving products
- £28m in savings unlocked for our network partners
- Under 9 tonnes of carbon equivalent emissions per 1,000 orders
- >70% availability of six never out of stock (NOOS) lines across core product areas
- £4.65m income secured from all sources

We have embedded the “In Kind Direct Approach” across the organisation, ensuring the delivery of our operational plans and wider strategic ambition aligns with our purpose and values:

- An organisation that respects and reflects those we serve
- Insight powered by our systems
- Innovation unlocked by asking WHY and HOW
- Improving lives cannot cost the earth
- To be heard, we must make a noise

| Objective | Summary Plans |
|--|---|
| 1. More of the right product at the right time | <ul style="list-style-type: none"> • Grow non-core product items, such as toys, beauty and home • Unlock white goods for our network • Initiatives such as the 5th phase of our multi-supplier hygiene poverty campaign with Tesco • Strengthening relationships with other organisations |
| 2. Better understand those we serve and our impact | <ul style="list-style-type: none"> • Research delivery, focussed on hygiene poverty, circular economy and strengthening the VCSE sector • Deliver user-developed initiatives that increase uptake of IKD’s service and meet local needs • Review our community sharing initiative • Network development strategy driven by end user needs |

| | |
|--|--|
| 3. Grow our profile and supporter base | <ul style="list-style-type: none"> • Three campaigns during the year to focus on Hygiene Poverty, Mental Health & Children • Engage the government on period equity, child poverty circular economy and digital inclusion. • Relaunch our patrons programme and take a project approach to fundraising. • Refresh the copy on our corporate site. |
| 4. Operational excellence driving insight and efficiency | <ul style="list-style-type: none"> • Analyse the impact of our average order value. • Improve our customer insights data within our systems. • Develop a data strategy • Develop an approach to AI, to increase capacity & impact • Review our warehouse and logistics, improving our new warehouse management system |
| 5. An organisation that lives its values | <ul style="list-style-type: none"> • Develop a robust 2026-2030 strategy • Invest in our people, rolling out a training programme • Release an internal framework for incorporating sustainability into wider decision-making • Increase impact by sharing learnings across our IKDI network • Consider cost/benefit analysis of our London office facility |

Structure, governance and management

At the end of the year, there were fourteen trustees who meet quarterly as a Board, as does the Finance and Governance Committee. The latter Committee also constitutes the Remuneration Committee. There is also a Nominations Committee which meets as required. New trustees are recommended by the Nominations Committee and appointed by the members in general meetings. The Board may appoint trustees to hold office until the next AGM where the appointment is approved by the members. Trustees are subject to retirement by rotation.

New trustees are given copies of the charity's legal documents, management information and accounts, together with general reading material about the charity and Charity Commission literature. This is followed by meetings with the Chief Executive and at least one other trustee as part of the induction process. Trustees are sent training updates as appropriate throughout the year and are encouraged to visit and learn from the organisations benefiting from In Kind Direct's work and their beneficiaries. Network partners regularly share their impact and feedback at Board meetings.

In Kind Direct is also a company limited by guarantee. When a term of appointment as trustee/director ceases, membership of the company also ceases. In the event of winding up, the liability of each member of In Kind Direct is limited by guarantee to £10.

Day-to-day management of the charity is delegated to the Leadership Team led by the Chief Executive. Formal reporting by the Chief Executive to Trustees takes place regularly throughout the year. At the end of the reporting year, there were 31 full-time and 2 part-time staff. There were no reportable safeguarding or data compliance incidents identified in the year.

In September, CEO Rosanne Gray stepped down after leading In Kind Direct with dedication for over 5 years. Following her departure, Marc Greene was appointed as Acting CEO, ensuring continuity in leadership and guiding the organisation through the remainder of the reporting year. In January 2025, Michael Gidney joined the charity as CEO.

In the year, two new Trustees were recruited to the Board. Trustees recognised the need to increase diversity on the Board, to represent the wide range of individuals and organisation In Kind Direct works with and for. Processes to ensure regular review of policies and practices continued in the year, helping to build transparent and inclusive practices that align with our People Plan.

Financial policies

Reserves policy

The Board's review of the reserves policy concluded that the charity should aim to achieve unrestricted reserves equivalent to at least three months' operational cashflow. This policy is assessed regularly by the Finance & Governance Committee to ensure that it remains appropriate. The Group reserves as of 31 December 2024 were as follows:

| | |
|--|--------------------|
| Unrestricted reserves | £ 1,062,807 |
| Restricted reserves | £ 308,846 |
| Total Group reserves as of 31 December 2024 | £ 1,371,653 |

The Group unrestricted reserves balance of £1,062,807 equates to 3 months of operating costs for In Kind Direct and represents a decrease of £203,627 compared to the previous year (2023: £1,266,434).

This means that the Group ended the year having achieved reserves in line with its reserves policy. The designated budget approved by the Trustees included a new warehouse and systems upgrade & integration logistics platform, upgraded websites and commissioned research.

Within the restricted funds (note 15a), £263,846 relates to the grant income received and receivable from Lloyds Banking Group towards the cost of In Kind Direct's offices, less expenditure to date. This includes an accrual of the remaining grant income receivable. A further £44,000 is being retained as a separate restricted fund to pay for office dilapidations.

Investment policy

In Kind Direct's investment policy is to place funds in excess of short-term commitments on deposit for one to three months, leaving a sufficient balance in the current account. It is the opinion of the Board of Trustees that the interest earned is paid at a competitive market rate and that these investments perform to an acceptable level. At year end, funds of £512k were held on deposit.

In Kind Direct's policy with regard to donated shares is that they will generally be sold at the earliest opportunity subject to any restrictions on sale. Staff seek concurrence prior to any proposed disposal from a member of the Finance and Governance Committee before either proceeding with the sale or give an explanation for not realising the value as soon as the restriction has lapsed. Currently no donated shares are held.

Executive Pay and Remuneration

Our approach to pay is to provide fair remuneration packages for people who can help the charity to maximise its impact. To do this we seek to balance the need to attract, develop and retain individuals with a need to ensure value for money for the charity. We aim to provide remuneration packages and benefits that are competitive within the charity sector, proportionate to the complexity and scope of each role, and in line with our charitable objectives. We meet all national pay standards and provide all staff including interns with the Real Living Wage as a minimum.

The Remuneration Committee of the Board reviews and monitors senior staff pay, including the pay of the Chief Executive. Periodically, remuneration levels are reviewed and benchmarked by outside industry specialists. In 2023, a gender pay review was carried out. Whilst this did not identify any issues on the sole grounds of gender, the review highlighted a number of roles that required benchmarking. The outcome of this exercise was approved by the Remuneration Committee and adjustments were made in 2024. Across the organisation, the ratio of our highest salary to our median salary was 3.6.

Qualifying indemnity insurance

Subject to the conditions set out in the Companies Act 2006, in order to indemnify its directors and officers against liability in respect of actions brought by third parties against the Charity, the Charity has purchased Directors and Officers liability insurance, and such insurance remains in force at the date of approving the Trustees report.

Risk policy and management

The Trustees review the assessment of major risks to which the charity is exposed. The Leadership Team maintains a risk register, which is regularly monitored and updated. Risks are scored by likelihood and impact both prior and post mitigation measures taken. Management of risks is an ongoing task of the Leadership Team. Changes are reported to the Board at quarterly meetings.

The top three risks faced by the charity at December 2024 were:

| Risk | Management & Mitigation Measures |
|---|---|
| Reliance on key staff to maintain business continuity | <ul style="list-style-type: none"> • Regular leadership team meetings to share issues • Updated contract notice periods - Exec 1 month, Coord 2 months, Managers 3 months • Ongoing documentation of core processes • Handover across Leadership team for periods of leave • Change management process to maintain business continuity during transition periods • Training on key tasks shared across functions, especially as part of handover for leavers • Relationships maintained with suppliers/consultants for ad hoc support • Finance transactions and payroll outsourced in Q4 2022, FD being recruited • Working groups and teams to share knowledge/responsibility e.g. data team |
| Economic downturn affects ability to deliver core services | <ul style="list-style-type: none"> • Diversify corporate network • Increase charity network in line with key customer groups • Regular network engagement to understand funding picture/ability to order • Diversify funding sources esp. T&Fs and account credit schemes • Maintain reserves; review designated funds • Regular review of cash flow and budgets • Review expenditure levels and realise savings |
| Failure to provide goods requested/needed by charity partners | <ul style="list-style-type: none"> • Quarterly impact surveys to capture fresh insight on most needed products • Big 17 essential products driving strategy and Corporate Partner (CP) asks • Availability metrics to monitor key stock levels • Develop/strengthen relationships with Corporate Partners - right product, right time • Goods Acceptance process to drive strong decision making • Weekly Trading and Operations meetings including pipeline review • Current risk being mitigated around food handling compliance within IKD warehouse |

Sustainability

Sustainability is at the heart of what we do. We believe improving lives shouldn't cost the Earth. In Kind Direct recognises that good environmental management is an essential part of overall good practice for a national charity. We work towards best practice for environmental standards in all areas of our operation. We focussed on continual improvement and in 2024 worked towards setting targets for reducing our environmental impact.

We are committed to supporting a just transition to net zero and reducing the environmental impact of our operations and service delivery. In 2025 we will be publishing this approach, having set provisional net zero targets. We will aim for net zero in our direct emissions by 2040, and in our supply chain by 2050. These will be confirmed when we release our first sustainability report and strategy in 2025.

Everyone working at the charity and our partners have a part to play. Achieving a proportionate reduction in waste and carbon emissions as the scale of our activities grows is embedded in our approach. In 2023, work began to formalise our commitments and environmental targets, leading to a new organisational KPI of equivalent carbon emissions per thousand orders dispatched. In 2025, we will publish our baseline and initial plans, alongside our contribution to the relevant UN Sustainable Development Goals.

Our direct impact on the environment primarily relates to our energy, material, and water use at our premises and staff travel, as well as our logistics operations. Indirectly, we impact the environment by helping companies provide an alternative to landfill and promoting best practices around waste, encouraging our UK network of charity partners to act responsibly.

In 2024 we were recognised for our sustainability efforts, winning the Gold 2024 Global Good Award, for our achievements in Waste Reduction and Minimisation.

Progress in 2024:

- Reductions in single-use plastic. Moving to paper-based tape saved 903 km of plastic in 2024.
- In 2024 we embedded an environmental metric into our monthly KPIs, which tracked our Scope 1 and 2 emissions (and some Scope 3) per 1000 orders we received. Our target for the year was for this to stay under 9 tonnes of carbon dioxide per 1000 orders.
- We always aim to reduce unnecessary plastic in our operations. Recycling inbound cardboard boxes to replace bubble wrap in our outbound deliveries has saved 2,777 m² of plastic per year.
- Successful trial of pre-used boxes at the start of 2024 has meant that 100% of our carton deliveries are now using reused boxes. In our first 12 months, we saved 3.7 tonnes of carbon dioxide.
- 93% of products were delivered using a logistics partner with ambitious decarbonisation targets. Over 20,000 deliveries in 2024 were made using electric vehicles (EVs).
- We are a Zero Waste to Landfill Organisation. All of the waste generated at our Telford warehouse or London office is either reused, recycled or incinerated for energy.
- We're a proud environmental partner of 1% for the Planet, an international organisation whose members contribute at least 1% of annual revenue to environmental causes.
- We remained digital by default, minimising printing wherever possible.
- Preparatory work began on our wider sustainability strategy.

Our environmental statement and full environmental policy are available on our website.

References and Administrative Details

Directors and Trustees

The directors and trustees of In Kind Direct during the year and up to the date the accounts were approved were as follows:

Teresa Tideman (Chair)
 Ajay Kavan (Deputy Chair)
 Vishal Bansal
 Scott Barton
 Graham Burridge (stepped down 1 October 2024)
 Ayshea Farooq
 Alec Grant
 Tim Hinton
 Tom Moody
 Martin Newman
 Chirag Patel
 Debra Allcock Tyler
 Richard Wolff
 Liz Clarkson (from 14 August 2024)
 Clare Mills (from 12 November 2024)

Chief Executive

Rosanne Gray (to 30 September 2024)
 Marc Greene, Acting CEO (from 1 October 2024)

Independent Auditor

HaysMac LLP
 10 Queen Street Place
 London
 EC4R 1AG

Bankers

Lloyds Banking Group
 109 Finsbury Pavement
 London
 EC2A 1LB

Status

In Kind Direct is a charitable company limited by guarantee, incorporated in England and Wales (company number 03155226) and registered with the Charity Commission (charity registration 1052679). The registered office address is: In Kind Direct, Arc House, 82 Tanner St, London SE1 3GN. It is governed by a Memorandum and Articles of Association dated 16 January 1996, as amended by subsequent Special Resolutions.

Statement of trustees' responsibilities

The Trustees, who are also directors of In Kind Direct for the purposes of company law, are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the trustees to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the charitable company and the group and of the incoming resources and application of resources, including the income and expenditure, of the charitable group for that period. In preparing these financial statements, the trustees are required to:

- Select suitable accounting policies and then apply them consistently.

- Observe the methods and principles in the Charities SORP.
- Make judgements and estimates that are reasonable and prudent.
- State whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements.
- Prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose with reasonable accuracy at any time the financial position of the charitable company and group and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement of disclosure to the auditor so far as the Trustees are aware:

- There is no relevant audit information of which the charitable company's auditor is unaware.
- The Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the charitable company's auditor is aware of that information.

Related Parties

None of In Kind Direct's trustees are employed by a company with which In Kind Direct has a commercial relationship. Trading IK Ltd is the wholly owned trading subsidiary of In Kind Direct. Graham Burrige, who is Chair of the subsidiary, is also a director/trustee of In Kind Direct. Rosanne Gray, Chief Executive also served as a director of Trading IK Ltd during the year but resigned on 30 September, 2024.

In Kind Direct is the sole legal member of IKDI. Three director/trustees of In Kind Direct are director/trustees of IKDI. They are Teresa Tideman, Ajay Kavan and Richard Wolff. Rosanne Gray, Chief Executive of In Kind Direct was also a director/trustee of IKDI but resigned on 30 September 2024.

This report has been prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

Auditors

HaysMac LLP is deemed to be reappointed under section 487(2) of the Companies Act 2006.

On behalf of the Board

T M Tideman

Teresa Tideman

Date: 15 October 2025

Independent auditor's report to the members of In Kind Direct

Opinion

We have audited the financial statements of In Kind Direct for the year ended 31 December 2024 which comprise Consolidated Statement of Financial Activities, the Consolidated Balance Sheet, the Company Balance Sheet, the Consolidated and Company Statement of Cash Flows and notes to the financial statements, including a summary of significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 *The Financial Reporting Standard applicable in the UK and Republic of Ireland* (United Kingdom Generally Accepted Accounting Practice).

In our opinion, the financial statements:

- give a true and fair view of the state of the group's and of the parent charitable company's affairs as at 31 December 2024 and of the group's and parent charitable company's net movement in funds, including the income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the Trustees' Report. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Report (which includes the directors' report prepared for the purposes of company law) for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the directors' report included within the Trustees' Report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and its environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Report (which incorporates the directors' report).

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 requires us to report to you if, in our opinion:

- adequate accounting records have not been kept by the parent charitable company; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit; or
- the trustees were not entitled to prepare the financial statements in accordance with the small companies' regime and take advantage of the small companies' exemptions in preparing the trustees' report and from the requirement to prepare a strategic report.

Responsibilities of trustees for the financial statements

As explained more fully in the trustees' responsibilities statement set out on page 28, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the group's and the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the group or the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The extent to which our procedures are capable of detecting irregularities, including fraud is detailed below:

Based on our understanding of the group and the environment in which it operates, we identified that the principal risks of non-compliance with laws and regulations related to charity law, company law and employment law, and we considered the extent to which non-compliance might have a material effect on the financial statements. We also considered those laws and regulations that have a direct impact on the preparation of the financial statements such as Companies Act 2006 and the Charities Act 2011, payroll tax and sales tax.

We evaluated management's incentives and opportunities for fraudulent manipulation of the financial statements (including the risk of override of controls), and determined that the principal risks were related to the posting of inappropriate journal entries to income and management bias in accounting estimates and judgements. Audit procedures performed by the engagement team included:

- Inspecting correspondence with regulators and tax authorities;
- Discussions with management including consideration of known or suspected instances of non-compliance with laws and regulation and fraud;
- Evaluating management's controls designed to prevent and detect irregularities;
- Identifying and testing journals, in particular journal entries posted with unusual account combinations, or with unusual descriptions; and
- Challenging assumptions and judgements made by management in their critical accounting estimates.

Because of the inherent limitations of an audit, there is a risk that we will not detect all irregularities, including those leading to a material misstatement in the financial statements or non-compliance with regulation. This risk increases the more that compliance with a law or regulation is removed from the events and transactions reflected in the financial statements, as we will be less likely to become aware of instances of non-compliance. The risk is also greater regarding irregularities occurring due to fraud rather than error, as fraud involves intentional concealment, forgery, collusion, omission or misrepresentation.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an Auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members, as a body, for our audit work, for this report, or for the opinions we have formed.



Tracey Young (Senior Statutory Auditor)
For and on behalf of HaysMac LLP, Statutory Auditor
Date: 15 October 2025

10 Queen Street Place
London
EC4R 1AG

Company number: 03155226

**Consolidated Statement of Financial Activities (including income & expenditure account)
for the year ended 31 December 2024**

| | Notes | Unrestricted Funds £ | Restricted Funds £ | Totals 2024 £ | Unrestricted Funds £ | Restricted Funds £ | Totals 2023 £ |
|--|-------|----------------------------|--------------------------|--------------------------|----------------------------|--------------------------|--------------------------|
| INCOME | | | | | | | |
| Income from donations | | | | | | | |
| Value of donated goods distributed | 4 | 32,632,394 | - | 32,632,394 | 29,154,370 | - | 29,154,370 |
| Donations | 3 | 447,941 | 35,250 | 483,191 | 308,011 | 85,000 | 393,011 |
| Donated services for own use | 4 | 134,326 | - | 134,326 | 137,053 | - | 137,053 |
| Income from charitable activities: | | | | | | | |
| Charges for providing goods | | 3,002,135 | - | 3,002,135 | 3,261,603 | - | 3,261,603 |
| Other charitable income | | 167,377 | - | 167,377 | 40,445 | - | 40,445 |
| Income from other trading activities: | | | | | | | |
| Commercial trading operations | 5 | 675,602 | - | 675,602 | 484,998 | - | 484,998 |
| Bank Interest | | 11,551 | - | 11,551 | - | - | - |
| TOTAL INCOME | | <u>37,071,326</u> | <u>35,250</u> | <u>37,106,576</u> | <u>33,386,480</u> | <u>85,000</u> | <u>33,471,480</u> |
| EXPENDITURE | | | | | | | |
| Costs of Raising Funds: | | | | | | | |
| Costs of Fundraising | 6 | 115,487 | - | 115,487 | 104,794 | - | 104,794 |
| Costs of Trading Activities | 6 | 213,133 | - | 213,133 | 83,021 | - | 83,021 |
| | | <u>328,620</u> | <u>-</u> | <u>328,620</u> | <u>187,815</u> | <u>-</u> | <u>187,815</u> |
| Expenditure on Charitable Activities: | | | | | | | |
| Distribution of donated goods | 6 | 32,632,393 | - | 32,632,393 | 29,154,370 | - | 29,154,370 |
| Other Charitable Costs | 6 | 4,363,190 | 147,810 | 4,511,000 | 4,118,192 | 126,723 | 4,244,915 |
| | | <u>36,995,583</u> | <u>147,810</u> | <u>37,143,393</u> | <u>33,272,562</u> | <u>126,723</u> | <u>33,399,285</u> |
| TOTAL EXPENDITURE | 6 | <u>37,324,203</u> | <u>147,810</u> | <u>37,472,013</u> | <u>33,460,377</u> | <u>126,723</u> | <u>33,587,100</u> |
| Net Expenditure for the Year Before Transfers | | (252,877) | (112,560) | (365,437) | (73,897) | (41,723) | (115,620) |
| Gross Transfers Between Funds | | 49,250 | (49,250) | - | 215,917 | (215,917) | - |
| Net Movement in Funds | | <u>(203,627)</u> | <u>(161,810)</u> | <u>(365,437)</u> | <u>142,020</u> | <u>(257,640)</u> | <u>(115,620)</u> |
| Funds brought forward at 1 January | | 1,266,434 | 470,656 | 1,737,090 | 1,124,414 | 728,296 | 1,852,710 |
| Funds carried forward at 31 December | 15a | <u>1,062,807</u> | <u>308,846</u> | <u>1,371,653</u> | <u>1,266,434</u> | <u>470,656</u> | <u>1,737,090</u> |

Consolidated Balance Sheet at 31 December 2024

| | Notes | Unrestricted Funds | Restricted Funds | Total 2024 | Unrestricted Funds | Restricted Funds | Total 2023 |
|---|-------|-------------------------|-----------------------|-------------------------|--------------------|------------------|-----------------------|
| | | £ | £ | £ | £ | £ | £ |
| Fixed assets | | | | | | | |
| Tangible assets | 10 | 65,436 | - | 65,436 | 78,611 | - | 78,611 |
| Intangible assets | 11 | 103,159 | - | 103,159 | 85,778 | - | 85,778 |
| Fixed Assets | | <u>168,595</u> | <u>-</u> | <u>168,595</u> | <u>164,389</u> | <u>-</u> | <u>164,389</u> |
| Current assets | | | | | | | |
| Debtors | 13 | 252,693 | 1,991 | 254,684 | 209,941 | 7,964 | 217,905 |
| Inventory | | 61,000 | | 61,000 | | | |
| Cash at bank and in hand | | 1,045,434 | 306,855 | 1,352,289 | 1,264,026 | 462,692 | 1,726,718 |
| | | <u>1,359,127</u> | <u>308,846</u> | <u>1,667,973</u> | <u>1,473,967</u> | <u>470,656</u> | <u>1,944,623</u> |
| Creditors: amounts falling due within one year | 14 | (464,915) | - | (464,915) | (371,922) | - | (371,922) |
| Net current assets | | <u>894,212</u> | <u>308,846</u> | <u>1,203,058</u> | <u>1,102,045</u> | <u>470,656</u> | <u>1,572,701</u> |
| Net assets | | <u>1,062,807</u> | <u>308,846</u> | <u>1,371,653</u> | <u>1,266,434</u> | <u>470,656</u> | <u>1,737,090</u> |
| Funds | | | | | | | |
| Balance at 1 January | | 1,266,434 | 470,656 | 1,737,090 | 1,124,414 | 728,296 | 1,852,710 |
| Movement in Funds | | (203,627) | (161,810) | (365,437) | 142,020 | (257,640) | (115,620) |
| Balance at 31 December | 15a | <u>1,062,807</u> | <u>308,846</u> | <u>1,371,653</u> | <u>1,266,434</u> | <u>470,656</u> | <u>1,737,090</u> |

The financial statements were approved and authorised for issue by the directors and were signed on their behalf by:

T M Tideman

Teresa Tideman

Director and Trustee

Date: 15 October 2025

Company number: 03155226

Company Balance Sheet at 31 December 2024

| | Notes | Unrestricted Funds £ | Restricted Funds £ | Total 2024 £ | Unrestricted Funds £ | Restricted Funds £ | Total 2023 £ |
|--|-------|----------------------------|--------------------------|-------------------------|----------------------------|--------------------------|-------------------------|
| Fixed assets | | | | | | | |
| Tangible assets | 10 | 65,436 | - | 65,436 | 78,611 | - | 78,611 |
| Intangible assets | 11 | 103,159 | - | 103,159 | 85,778 | - | 85,778 |
| Investments | 12 | 1 | - | 1 | 1 | - | 1 |
| | | <u>168,596</u> | <u>-</u> | <u>168,596</u> | <u>164,390</u> | <u>-</u> | <u>164,390</u> |
| Current assets | | | | | | | |
| Debtors | 13 | 331,340 | 1,991 | 333,331 | 261,275 | 7,964 | 269,239 |
| Cash at bank and in hand | | 815,431 | 306,855 | 1,122,286 | 1,024,389 | 462,692 | 1,487,081 |
| | | <u>1,146,771</u> | <u>308,846</u> | <u>1,455,617</u> | <u>1,285,664</u> | <u>470,656</u> | <u>1,756,320</u> |
| Creditors: amounts falling due within one year | 14 | (437,663) | - | (437,663) | (342,203) | - | (342,203) |
| Net current assets | | <u>709,108</u> | <u>308,846</u> | <u>1,017,954</u> | <u>943,461</u> | <u>470,656</u> | <u>1,414,117</u> |
| Net assets | | <u>877,704</u> | <u>308,846</u> | <u>1,186,550</u> | <u>1,107,851</u> | <u>470,656</u> | <u>1,578,507</u> |
| Funds | | | | | | | |
| Balance at 1 January | | 1,107,851 | 470,656 | 1,578,507 | 964,339 | 728,296 | 1,692,635 |
| Movement in Funds | | (230,147) | (161,810) | (391,957) | 143,512 | (257,640) | (114,128) |
| Balance at 31 December | 15b | <u>877,704</u> | <u>308,846</u> | <u>1,186,550</u> | <u>1,107,851</u> | <u>470,656</u> | <u>1,578,507</u> |

In Kind Direct has taken advantage of the exemption under section 408 of the Companies Act 2006 not to present the Statement of Financial Activities and Income and Expenditure Account of the parent charitable company in these financial statements. Income of the parent company amounted to £36,870,179 (2023: £29,393,481). The result for the year is a net movement of funds of (£391,957) (2023: (£114,128))

The financial statements were approved and authorised for issue by the directors and were signed on their behalf by:

T M Tideman

Teresa Tideman

Director and Trustee

Date: 15 October 2025

Consolidated and Company Statement of Cash Flows for the year ended 31 December 2024

| | Notes | Group 2024 £ | Group 2023 £ | Charity 2024 £ | Charity 2023 £ |
|--|-------|--------------------|--------------------|----------------------|----------------------|
| Cash (used in) / provided by operating activities | 20 | (320,680) | 66,599 | (311,046) | 213,649 |
| Cash flows from investing activities | | | | | |
| Purchase of fixed assets | | (53,749) | (105,162) | (53,749) | (105,162) |
| Cash (used in) investing activities | | <u>(53,749)</u> | <u>(105,162)</u> | <u>(53,749)</u> | <u>(105,162)</u> |
| (Decrease) / increase in cash and cash equivalents in the year | | (374,429) | 14,581 | (364,795) | 161,631 |
| Cash and cash equivalents at the beginning of the year | | 1,726,718 | 1,712,137 | 1,487,081 | 1,325,450 |
| Total cash and cash equivalents at the end of the year | | <u>1,352,289</u> | <u>1,726,718</u> | <u>1,122,286</u> | <u>1,487,081</u> |

No analysis of changes in net debt is presented as the charity and group has no borrowings.

Notes to the Financial Statements – year ended 31 December 2024

1. Principal accounting policies

Basis of Preparation

The financial statements have been prepared under the historical cost convention, and in accordance with the Accounting and Reporting by Charities: Statement of Recommended Practice (SORP, second edition, effective 1 January 2019), the Companies Act 2006 and applicable accounting standards (FRS 102). In Kind Direct meets the definition of a public benefit entity under FRS 102.

Basis of Consolidation

The consolidated accounts of the group incorporate the accounts of the charity and its subsidiary undertakings as per note 5 of their accounts. The accounts have been consolidated on a line-by-line basis, after eliminating the intercompany balances and transactions in full.

Going concern

The trustees are confident that In Kind Direct will remain a going concern and that there are no known material uncertainties about the charity's ability to continue. A cash flow forecast has been prepared for the 12-month period following the date of signing of the accounts. This forecast includes all funding received to date as well as committed funding. Assumptions have been made around charges for goods income that show an increase in growth against the 2024 targets which is line with the 2025 strategy. Unrestricted cash balances remain positive for the whole period and are expected to exceed the minimum requirement of £100,000.

Fund Accounting

Unrestricted funds (both general & designated) include funds and goods donated for distribution. Unrestricted funds are available for use at the discretion of the trustees in furtherance of the general objectives of the charity and which have not been designated for other purposes.

The Board of trustees agreed in 2021 to designate £635k of the unrestricted reserve for specific projects to support the 2025 strategy growth. The funds were used for the warehouse move (£320k); systems upgrade (£150k) & marketing/research/support activities (£165k). The remainder has been undesignated (£140k) by trustees.

Restricted funds are funds and goods donated for distribution, which are to be used in accordance with specific restrictions imposed by donors or which have been raised by the charity for a specific purpose. The cost of raising and administering such funds is charged against the funds. The aim and use of each restricted fund is set out in the notes to the financial statements.

Income

All income is recognised in the SOFA when the charity has entitlement to the income, there is reasonable certainty of receipt, and the amount can be measured. Event income and charges for our service providing products are treated as income in the period to which they relate. Registration fees are generally non-refundable and are applied to income at the beginning of the year to which they relate. Interest receivable is treated as income of the period in which it accrues.

Goods and services donated for the charity's own use

Goods, office cleaning and printing facilities, consultancy work and other services donated for the charity's own use are recognised in the Statement of Financial Activities as both income and expenditure, at the time of supply, at a reasonable estimate of their original market value, or capitalised, if it is a capital item on the basis of the value of the gift to the charity.

Goods donated for onward distribution

Goods donated for onward distribution are included as both income and expenditure, at the time of distribution, at a reasonable estimate of their original market value, less adjustments to reflect condition where the goods are not in their original pristine condition. By their very nature, the product donations we receive from companies are often hugely mixed and difficult to identify and categorise without manual sorting and reworking. This makes it near-impossible to value goods on receipt.

Expenditure

Expenditure is classified in accordance with the Statement of Recommended Practice as shown below:

Charitable Activities - all expenditure directly relating to the objects of the charity including the direct cost of supporting charitable activities and covers the following activities as incurred: Identification of potential donors, obtaining donated goods for onward distribution, the processes for distributing, reporting and accounting for those goods; the recruitment and registration of charities and maintenance of data relating to those charities.

Governance Costs – Being financial, legal, and administrative expenses incurred in connection with enabling the charitable company to comply with external regulations, constitutional and statutory requirements; and in providing support to the trustees in the discharge of their statutory duties. These costs are included within support costs.

Fundraising Costs - The costs incurred to obtain voluntary contributions to the charity including expenditure on increasing In Kind Direct's fundraising resources other than through obtaining registration income or goods for distribution and for improving general awareness of In Kind Direct within the overall community.

Support Costs - Expenditure incurred on activities falling directly within one expenditure classification is charged directly to that classification. Expenditure incurred on activities falling in more than one cost category is apportioned as follows:

Staff costs: According to the time spent by each member of staff on activities within that category.

Office expenses: In the same overall ratio as staff costs.

Depreciation: In the same overall ratio as staff costs

Taxation

As a registered charity, the company is potentially exempt from taxation of its income and gains to the extent that these are applied to its charitable objectives. The company is registered for VAT. Income Tax recoverable under Deeds of Covenant and Gift Aid is accounted for on a receivable basis.

Termination costs

All costs included in terminating employee contracts are accounted for on an accruals basis and disclosed in aggregate within staff costs. Termination benefits are measured at the best estimate of the expenditure required to settle the obligation at the reporting date.

Pension costs

Contributions to group personal money purchase pension schemes are charged to the Statement of Financial Activities on an accruals basis.

Operating leases

Operating lease rentals are charged to the SOFA over the term of the lease. Incentives received to enter into an operating lease are credited to the SOFA, to reduce the lease expense, on a straight-line basis over the period of the lease.

Tangible fixed assets

Fixed assets are capitalised in the balance sheet at cost or, for donated goods, at estimated market value, except for items costing less than £1,000, which are expensed in the year of purchase. Depreciation is calculated so as to write off the cost of tangible fixed assets, less the estimated residual values, on a straight-line basis over the estimated economic lives of the assets concerned. Computers and other capital equipment is written off over five years.

Intangible fixed assets

Intangible assets are initially recognised at cost and subsequently measured at cost less any accumulated amortisation and any accumulated impairment losses. In Kind Direct's intangible fixed assets consist of software development costs. Amortisation is charged on a straight-line basis over the estimated useful economic life of the software (from two to six years) and is included in Finance & IT support costs in the SOFA.

Debtors

Trade and other debtors are recognised at the settlement amount due after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

Inventory

Inventories are stated at the lower of cost and net realisable value (NRV). Cost comprises purchase price, conversion costs, and other costs incurred in bringing inventory to its present condition. NRV is the estimated selling price less costs to complete and sell. For all items, specific identification is used for costs.

Cash at bank and in hand

Cash at bank and cash in hand includes cash and short term highly liquid investments with a short maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

Creditors and provisions

Creditors and provisions are recognised where the charity has a present obligation resulting from a past event that will probably result in the transfer of funds to a third party and the amount due to settle the obligation can be measured or estimated reliably. Creditors and provisions are normally recognised at their settlement amount after allowing for any trade discounts due.

Financial instruments

The group only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value.

2. Critical accounting judgements and estimation uncertainty

In preparing these financial statements, management has made judgements, estimates and assumptions that affect the application of the group's and parent charitable company's accounting policies and the reported assets, liabilities, income and expenditure and the disclosures made in the financial statements. Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Those areas subject to judgement and uncertainty are as follows:

- Valuation of goods distributed
- Valuation of other goods and services received in kind for the charity's own use.
- Cross charges of staff time spent between the 3 group entities.

Goods donated for onward distribution are valued at a reasonable estimate of their original market value, less adjustments to reflect condition where the goods are not in their original pristine condition.

Other goods and services received are valued either by the donor, or where no value is given, valued at the equivalent market cost were these to be purchased directly by the charity.

Accrued income and expenditure are estimated where no invoice has been provided. These estimates are based either on third party evidence or on known values as yet not invoiced by the group.

Cross charges of staff time spent are based on reasonable estimates of how much time staff employed by In Kind Direct spend working on matters related to Trading IK Limited or IKDI.

3. Other Voluntary Income

| | Unrestricted Funds £ | Restricted Funds £ | Total 2024 £ | Unrestricted Funds £ | Restricted Funds £ | Total 2023 £ |
|--------------------------|----------------------------|--------------------------|--------------------|----------------------------|--------------------------|--------------------|
| Charitable Trusts | 151,159 | 35,000 | 186,159 | 82,756 | 45,000 | 127,756 |
| Business donations | 104,500 | 250 | 104,750 | 68,000 | 37,500 | 105,500 |
| Donations by individuals | 192,282 | - | 192,282 | 157,255 | 2,500 | 159,755 |
| Total Donations | <u>447,941</u> | <u>35,250</u> | <u>483,191</u> | <u>308,011</u> | <u>85,000</u> | <u>393,011</u> |

4. Donated goods and services

Donated goods and services were applied to the activities of the charity as follows:

| | Unrestricted Funds £ | Restricted Funds £ | Total 2024 £ | Unrestricted Funds £ | Restricted Funds £ | Total 2023 £ |
|---|----------------------------|--------------------------|--------------------|----------------------------|--------------------------|--------------------|
| Total Value of donated goods distributed | 32,632,394 | - | 32,632,394 | 29,154,370 | - | 29,154,370 |
| Total Value of Services donated for own use | 134,326 | - | 134,326 | 137,053 | - | 137,053 |
| Total Donations | <u>32,766,720</u> | <u>-</u> | <u>32,766,720</u> | <u>29,291,423</u> | <u>-</u> | <u>29,291,423</u> |

5. Subsidiary undertakings

Trading IK Limited

Trading IK Limited (Company no. 06950193) is a wholly owned subsidiary trading company of the charity, established on 2 July 2009. Its registered office address is 82 Tanner Street, London SE1 3GN.

Its principal activity is generating alternative sources of income such as eBay sales and affiliate marketing agreements. The company gift aids its taxable profits to the parent company. The results for the trading company for the year ended 31 December 2024 were:

| | 31 December 2024 £ | 31 December 2023 £ |
|---|--------------------------|--------------------------|
| Turnover | 675,602 | 484,998 |
| Cost of sales | (84,174) | (63,398) |
| Gross profit | <u>591,428</u> | <u>421,600</u> |
| Distribution costs | (59,572) | (20,524) |
| Administration costs | (69,388) | 900 |
| Profit for the year | <u>462,468</u> | <u>401,976</u> |
| Gift Aid to In Kind Direct | (462,468) | (401,976) |
| Movement in Shareholder's Funds After Gift Aid | <u>-</u> | <u>-</u> |

Administration costs relate to audit fees, other expenses and professional fees from In Kind Direct to Trading IK Limited (2024: nil; 2023 nil) for the use of staff and resources. These have been eliminated on consolidation.

| | £ | £ |
|------------------------|-----------------|-----------------|
| Current assets | 226,151 | 152,219 |
| Creditors and accruals | (226,151) | (152,219) |
| Net Assets | <u>-</u> | <u>-</u> |

At the balance sheet date the company owed a balance of £201,152 (2023: £126,998) to In Kind Direct.

Subsidiary undertakings - Continued**IKDI**

IKDI is a charitable company incorporated in England & Wales, (Charity no. 1157417; Company no. 08478660) of which In Kind Direct is the sole member. Its registered office address is 82 Tanner Street, London, SE1 3GN. The results of the subsidiary charitable company for the year were as follows:

| | 31 December 2024 | 31 December 2023 |
|---|-----------------------------|-----------------------------|
| | £ | £ |
| Income | 76,250 | 46,750 |
| Expenditure | (58,337) | (48,240) |
| Net surplus/(expenditure) | 17,913 | (1,490) |
| Funds brought forward at 1 January | 91,008 | 92,498 |
| Funds carried forward at 31 December | 108,921 | 91,008 |

Total expenditure relate to audit fees, travel, legal fees and other charges from In Kind Direct to IKDI (2024: £39,914; 2023: £38,217) for the use of staff and resources. These have been eliminated on consolidation.

At the balance sheet date the charity owed a balance of £nil (2023: £nil) to In Kind Direct.

6. Expenditure

| | Direct cost £ | Support cost £ | Total 2024 £ | Direct cost £ | Support cost £ | Total 2023 £ |
|--------------------------------------|------------------------------|-------------------------------|-----------------------------|------------------------------|-------------------------------|-----------------------------|
| Cost of Charitable Activities | | | | | | |
| Distribution of donated goods | 32,632,393 | - | 32,632,393 | 29,154,370 | - | 29,154,370 |
| Other charitable costs | 1,763,925 | 2,747,074 | 4,510,999 | 1,725,226 | 2,519,689 | 4,244,915 |
| | <u>34,396,318</u> | <u>2,747,074</u> | <u>37,143,392</u> | <u>30,879,596</u> | <u>2,519,689</u> | <u>33,399,285</u> |
| Cost of Raising Funds | | | | | | |
| Fundraising activities | 19,892 | 95,595 | 115,487 | 26,799 | 77,995 | 104,794 |
| Trading activities | 213,133 | - | 213,133 | 83,021 | - | 83,021 |
| | <u>233,025</u> | <u>95,595</u> | <u>328,620</u> | <u>109,820</u> | <u>77,995</u> | <u>187,815</u> |
| Total Expenditure | <u>34,629,343</u> | <u>2,842,669</u> | <u>37,472,012</u> | <u>30,989,416</u> | <u>2,597,684</u> | <u>33,587,100</u> |

7. Support costs

Support costs are the costs of premises, facilities, staff and office overheads and are allocated to the activities of the charity as follows:

| | Total 2024 £ | Total 2023 £ |
|------------------------------------|-----------------------------|-----------------------------|
| Management/Other | 774,746 | 805,115 |
| Finance & IT | 328,724 | 264,932 |
| Logistics | 477,063 | 411,319 |
| Charities | 1,030,154 | 960,297 |
| Fundraising | 79,573 | 39,948 |
| Premises | 152,409 | 116,073 |
| | <u>2,842,669</u> | <u>2,597,684</u> |
| Governance costs included in total | <u>81,470</u> | <u>79,432</u> |

8. Employees

| Staff costs comprise: | Total 2024 £ | Total 2023 £ |
|-----------------------|-----------------------------|-----------------------------|
| Salaries and wages | 1,568,476 | 1,430,845 |
| Social security costs | 163,880 | 134,526 |
| Other pension costs | 134,080 | 120,138 |
| | <u>1,866,436</u> | <u>1,685,509</u> |

The average number of employees during the year, analysed by function, was:

| | 2024 | 2023 |
|-------------------------------|-------------|-------------|
| Distribution of donated goods | 29 | 31 |
| Governance | <u>4</u> | <u>4</u> |
| | <u>33</u> | <u>35</u> |

The number of employees earning in excess of £60,000 is as follows:

| | | |
|---------------------|---|---|
| £60,001 - £70,000 | 1 | 1 |
| £70,001 - £80,000 | - | 2 |
| £80,001 - £90,000 | 2 | 1 |
| £90,001 - £100,000 | 1 | - |
| £100,001 - £110,000 | 1 | 1 |

The key management personnel of In Kind Direct, the parent charity, comprise the Chief Executive Officer and Executive Directors.

The total employee benefits (including employer's national insurance contributions) of the key management personnel of In Kind Direct were £494,242 (2023: £571,217).

The trustees did not receive remuneration for their services to the company during the period (2023: £nil).

Travel expenses of £226.03 were reimbursed by the charity to a Trustee during the period (2023: £7.29, one trustee).

9. Net income for the year is stated after charging:

| | 2024 £ | 2023 £ |
|----------------------------------|-------------------|-------------------|
| Auditor remuneration - audit fee | 23,750 | 20,100 |
| Operating Lease rentals | 70,823 | 72,719 |
| Depreciation | <u>49,543</u> | <u>33,873</u> |

10. Tangible Fixed Assets

| | Warehouse Equipment | IT Equipment | Total 2024 | Total 2023 |
|---------------------------------------|----------------------------|----------------------------|---------------|---------------|
| | Unrestricted Funds £ | Unrestricted Funds £ | £ | £ |
| Cost as at 1 January 2024 | 120,135 | 12,580 | 132,715 | 117,719 |
| Additions during year | 11,646 | - | 11,646 | 14,996 |
| Cost as at 31 December 2024 | 131,781 | 12,580 | 144,361 | 132,715 |
| Depreciation as at 1 January 2024 | (45,999) | (8,105) | (54,104) | (31,353) |
| Charge for year | (22,305) | (2,516) | (24,821) | (22,751) |
| Depreciation as at 31 December 2024 | (68,304) | (10,621) | (78,925) | (54,104) |
| Net book value as at 1 January 2024 | 74,136 | 4,475 | 78,611 | 86,366 |
| Net book value as at 31 December 2024 | 63,477 | 1,959 | 65,436 | 78,611 |

£54k was invested in fixed assets in 2024, £42k relating to investment in the warehouse management system and £12k relating to equipment and plant.

11. Intangible Fixed Assets

| | IT Systems | Total 2024 | Total 2023 |
|---------------------------------------|----------------------------|---------------|---------------|
| | Unrestricted Funds £ | £ | £ |
| Cost as at 1 January 2024 | 235,511 | 235,511 | 145,345 |
| Additions during year | 42,103 | 42,103 | 90,166 |
| Cost as at 31 December 2024 | 277,614 | 277,614 | 235,511 |
| Depreciation as at 1 January 2024 | (149,733) | (149,733) | (138,611) |
| Charge for year | (24,722) | (24,722) | (11,122) |
| Depreciation as at 31 December 2024 | (174,455) | (174,455) | (149,733) |
| Net book value as at 1 January 2024 | 85,778 | 85,778 | 6,734 |
| Net book value as at 31 December 2024 | 103,159 | 103,159 | 85,778 |

12. Investment
(Charity)

| | Unrestricted Funds £ | Total 2024 £ |
|---|----------------------------|--------------------|
| Shares - subsidiary company Trading IK Ltd | 1 | 1 |
| Cost at 1 January 2024 and 31 December 2024 | 1 | 1 |

13a. Debtors - unrestricted

| | Group 2024 £ | Group 2023 £ | Charity 2024 £ | Charity 2023 £ |
|----------------------|--------------------|--------------------|----------------------|----------------------|
| Prepayments | 113,221 | 97,772 | 112,721 | 97,772 |
| Trade debtors | 139,030 | 102,610 | 23,525 | 26,947 |
| Intercompany debtors | - | - | 194,652 | 126,998 |
| Accrued income* | 442 | 9,559 | 442 | 9,558 |
| | <u>252,693</u> | <u>209,941</u> | <u>331,340</u> | <u>261,275</u> |

*Donations recognised in the 2024 accounts but received early in 2025.

13b. Debtors - restricted

| | Group 2024 £ | Group 2023 £ | Charity 2024 £ | Charity 2023 £ |
|----------------------|--------------------|--------------------|----------------------|----------------------|
| Grant income debtor* | 1,991 | 7,964 | 1,991 | 7,964 |
| | <u>1,991</u> | <u>7,964</u> | <u>1,991</u> | <u>7,964</u> |

*This represents the value of the grant receivable by In Kind Direct until March 2025 in respect of the charity's office accommodation.

14. Creditors: amounts falling due within one year - unrestricted

| | Group 2024 £ | Group 2023 £ | Charity 2024 £ | Charity 2023 £ |
|------------------------------|--------------------|--------------------|----------------------|----------------------|
| Trade creditors | (221,417) | (91,248) | (221,423) | (90,247) |
| Accruals | (110,380) | (126,687) | (90,751) | (103,111) |
| Taxation and social security | (133,118) | (153,987) | (125,492) | (148,845) |
| | <u>(464,915)</u> | <u>(371,922)</u> | <u>(437,666)</u> | <u>(342,203)</u> |

15a. Reserves (Group) 2024

| | Balance at 1 Jan 2024 | Income | Expenditure | Transfers to General Fund | Transfers between funds | Balance at 31 Dec 2024 |
|---|--------------------------|-------------------|---------------------|------------------------------|-------------------------------|---------------------------|
| | £ | £ | £ | £ | £ | £ |
| Restricted Funds: | | | | | | |
| 1 Lloyds Bank Premises Fund | 416,055 | - | (147,809) | - | (4,400) | 263,846 |
| 2 Premises Fund 3 - dilaps | 39,600 | - | - | - | 4,400 | 44,000 |
| 3 The Privy Purse | 15,000 | 24,000 | - | (39,000) | - | - |
| 4 Lego | - | 10,000 | - | (10,000) | - | - |
| 5 Richard Wolff | - | 1,000 | - | - | - | 1,000 |
| 6 VD day | - | 250 | - | (250) | - | - |
| Total Restricted Funds | 470,655 | 35,250 | (147,809) | (49,250) | - | 308,846 |
| Unrestricted Funds - General | 1,126,435 | 37,071,326 | (37,274,954) | | 140,000 | 1,062,807 |
| 13 Unrestricted Funds - Designated | 140,000 | | | | (140,000) | - |
| Total Unrestricted Funds | 1,266,435 | 37,071,326 | (37,274,954) | | - | 1,062,807 |
| Total Funds | 1,737,090 | 37,106,576 | (37,422,763) | - | - | 1,371,653 |

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
 - (2) Funds towards legal/professional fees and office dilapidations.
 - (3) Funds towards the SARC's (Sexual Assault Referral Centres) project
 - (4) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
 - (5) Funds towards the SARC's (Sexual Assault Referral Centres) project
 - (6) Funds towards a corporate volunteering day in IKD's warehouse
- (13) The remainder of designated funds has been undesignated (£140,000) by trustees

15a. Reserves (Group) 2023

| | Balance at 1 Jan 2023 | Income | Expenditure | Transfers to General Fund | Transfers between funds | Balance at 31 Dec 2023 |
|---|--------------------------|-------------------|---------------------|------------------------------|-------------------------------|---------------------------|
| | £ | £ | £ | £ | £ | £ |
| Restricted Funds: | | | | | | |
| 1 Lloyds Bank Premises Fund | 531,928 | - | (111,473) | - | (4,400) | 416,055 |
| 2 Premises Fund 3 - dilaps | 35,200 | - | - | - | 4,400 | 39,600 |
| 3 Peoples Postcode Lottery | 27,000 | 30,000 | (250) | (56,750) | - | - |
| 4 Amazon | 13,000 | - | - | (13,000) | - | - |
| 5 Kimberley Clark | 30,353 | - | - | (30,353) | - | - |
| 6 Barclays COVID-19 | 10,815 | - | - | (10,815) | - | - |
| 7 Santander | 25,000 | 25,000 | - | (50,000) | - | - |
| 8 Lego | 5,000 | - | - | (5,000) | - | - |
| 9 JHRT | 50,000 | - | - | (50,000) | - | - |
| 10 Essity | | 12,500 | (12,500) | - | - | - |
| 11 The Privy Purse | | 15,000 | - | - | - | 15,000 |
| 12 Teresa Tideman | | 2,500 | (2,500) | - | - | - |
| Total Restricted Funds | 728,296 | 85,000 | (126,723) | (215,918) | - | 470,655 |
| Unrestricted Funds - General | 829,414 | 33,386,480 | (33,460,377) | 215,918 | 155,000 | 1,126,435 |
| 13 Unrestricted Funds - Designated | 295,000 | | | | (155,000) | 140,000 |
| Total Unrestricted Funds | 1,124,414 | 33,386,480 | (33,460,377) | 215,918 | - | 1,266,435 |
| Total Funds | 1,852,710 | 33,471,480 | (33,587,100) | - | - | 1,737,090 |

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4) - (5) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations (distribution)
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Funds towards Period Equity research
- (11) & (12) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (13) Board agreed to designate £635,000 fund for the warehouse move (£320k), systems upgrade (£150k) & research/marketing/other (£165k) to support the 2025 strategy growth

15b. Reserves (Charity) 2024

| | Balance at 1 Jan 2024 £ | Income £ | Expenditure £ | Transfers between funds £ | Balance at 31 Dec 2024 £ |
|---|-------------------------------|-------------------|---------------------|------------------------------------|--------------------------------|
| Restricted Funds: | | | | | |
| 1 Lloyds Bank Premises Fund | 416,056 | - | (147,810) | (4,400) | 263,846 |
| 2 Premises Fund 3 - dilaps | 39,600 | - | - | 4,400 | 44,000 |
| 3 The Privy Purse | 15,000 | 24,000 | (39,000) | - | - |
| 4 Lego | - | 10,000 | (10,000) | - | - |
| 5 Richard Wolff | - | 1,000 | - | - | 1,000 |
| 6 VD day | - | 250 | (250) | - | - |
| 7 | - | - | - | - | - |
| Total Restricted Funds | 470,656 | 35,250 | (197,060) | - | 308,846 |
| Unrestricted Funds - General | 967,851 | 36,834,929 | (37,065,079) | 140,000 | 877,701 |
| 13 Unrestricted Funds - Designated | 140,000 | - | - | (140,000) | - |
| Total Unrestricted Funds | 1,107,851 | 36,834,929 | (37,065,079) | - | 877,701 |
| Total Funds | 1,578,507 | 36,870,179 | (37,262,139) | - | 1,186,547 |

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (4) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (5) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (6) Funds towards a corporate volunteering day in IKD's warehouse

(13) The remainder of designated funds has been undesignated (£140,000) by trustees

15b. Reserves (Charity) 2023

| | Balance at 1 Jan 2023 £ | Income £ | Expenditure £ | Transfers between funds £ | Balance at 31 Dec 2023 £ |
|--|-------------------------------|-------------------|---------------------|------------------------------------|--------------------------------|
| Restricted Funds: | | | | | |
| 1 Lloyds Bank Premises Fund | 531,929 | - | (111,473) | (4,400) | 416,056 |
| 2 Premises Fund 3 - dilaps | 35,200 | - | - | 4,400 | 39,600 |
| 3 Peoples Postcode Lottery | 27,000 | 30,000 | (57,000) | - | - |
| 4 Amazon | 13,000 | - | (13,000) | - | - |
| 5 Kimberley Clark | 30,353 | - | (30,353) | - | - |
| 6 Barclays COVID-19 | 10,815 | - | (10,815) | - | - |
| 7 Santander | 25,000 | 25,000 | (50,000) | - | - |
| 8 Lego | 5,000 | - | (5,000) | - | - |
| 9 JHRT | 50,000 | - | (50,000) | - | - |
| 10 Essity | - | 12,500 | (12,500) | - | - |
| 11 The Privy Purse | - | 15,000 | - | - | 15,000 |
| 12 Teresa Tideman | - | 2,500 | (2,500) | - | - |
| Total Restricted Funds | 728,297 | 85,000 | (342,641) | - | 470,656 |
| Unrestricted Funds - General | 669,339 | 33,316,115 | (33,172,603) | 155,000 | 967,851 |
| Unrestricted Funds - Designated | 295,000 | - | - | (155,000) | 140,000 |
| Total Unrestricted Funds | 964,339 | 33,316,115 | (33,172,603) | - | 1,107,851 |
| Total Funds | 1,692,636 | 33,401,115 | (33,515,244) | - | 1,578,507 |

Details

- (1) Funds to pay rent, service charge, utilities and other office running costs.
- (2) Funds towards legal/professional fees and office dilapidations.
- (3) Funds towards supporting charities helping people affected by emergency situations.
- (4) - (5) Funds are for the purpose of enabling charities in a particular sector or geographical location to benefit from the In Kind Direct service.
- (6) Funds towards helping charities in their community efforts against COVID-19.
- (7) Funds towards supporting IKD's operations (distribution)
- (8) Funds towards supporting IKD's operations in distributing other products to small & medium size charities across the UK in the wake of the Covid-19 crisis.
- (9) Funds towards supporting IKD's core operations.
- (10) Funds towards Period Equity research
- (11) & (12) Funds towards the SARC's (Sexual Assault Referral Centres) project
- (13) Board agreed to designate £635,000 fund for the warehouse move (£320k), systems upgrade (£150k) & research/marketing/other (£165k) to support the 2025 strategy growth

16. Donation of services for own use

The financial statements include the following donated services

| | 2024 | 2023 |
|------------------------------------|----------------|----------------|
| | £ | £ |
| Office cleaning & printing charges | 10,338 | 13,024 |
| Web hosting & IT services | 79,466 | 64,400 |
| Marketing & PR | 21,553 | 56,485 |
| Staff costs/training | 22,969 | 3,144 |
| | <u>134,326</u> | <u>137,053</u> |

17. Obligation under operating lease

At 31 December the charitable company had the following future minimum rentals payable in respect of non-cancellable operating leases for one office premises as set out below:

| Minimum rentals falling due: | 2024 | 2023 |
|------------------------------|---------------|----------------|
| | £ | £ |
| Within 1 year | 35,953 | 71,676 |
| Between 1 and 5 years | - | 35,953 |
| More than 5 years | - | - |
| | <u>35,953</u> | <u>107,629</u> |

Future payments have been adjusted for the effect of rent-free periods in years 5 & 7 included in the lease of In Kind Direct's offices.

18. Related party transactions

Due to the nature of the IKD group charitable activities which relies on donated goods by companies and the composition of the board of trustees being drawn from corporations, transactions may take place with businesses in which the trustees have an interest. All transactions involving such companies are conducted in accordance with the requirements of the SORP and followed the IKD financial policies & procurement procedures relating to connected and related party transactions. All Board members are required to sign a related party disclosure.

HM King Charles III is the founder of In Kind Direct.

The total amount of donations made by trustees to the charity in 2024 was £4,606 (2023: £2,500). There were no other related party transactions.

19. Capital commitments

There were no capital commitments at the end of 2024 (2023: £0).

20. Reconciliation of net income/(expenditure) to net cash flow from operating activities

| | Group | | Charity | |
|---|------------------|---------------|------------------|----------------|
| | 2024 | 2023 | 2024 | 2023 |
| | £ | £ | £ | £ |
| Net (expenditure) for the reporting period (as per the statement of financial activities) | (365,437) | (115,620) | (385,457) | (114,128) |
| Adjustments for: | | | | |
| Depreciation | 49,543 | 33,873 | 49,543 | 33,873 |
| increase in inventory | (61,000) | - | - | - |
| (Increase) / decrease in debtors | (36,779) | 29,435 | (70,592) | 186,796 |
| Increase in creditors | 92,993 | 118,911 | 95,460 | 107,108 |
| Net cash (used in)/provided by operating activities | <u>(320,680)</u> | <u>66,599</u> | <u>(311,046)</u> | <u>213,649</u> |

21 Post Balance Sheet Events

There are no events after the Statements of Financial Position date.